AUTOMATIC WORLD

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Not Just A New Game

But A New Idea

Whiffle LEADS AGAIN···

The New AMERICAN SPORT

WHIFFLE started the country on the tremendous pin game craze. Now they are about to release another surprise—not a pin game, not just a marble board—but a new American sport.

For it will be purely a contest of skill—luck will play no part in it. On a little stadium about four square feet Whiffle-Zip will become the new American sport—as exciting as tennis, as fast as hockey, as thrilling as polo, as much a co-ordination of mind and muscle as golf—and like these other beloved American sports will soon have a following of millions.

Experienced, keen operators will recognize its possibilities immediately. Write in today for advance information about territories, prices and description.

AUTOMATIC INDUSTRIES, Inc., *51 S. Forest Ave. Youngstown, O.*

Whiffle-ZIP ©TRADE MARK

JUNE 1932

Be Fair To Yourself

The very least you can do is to TRY the

SAFEST SUREST FASTEST
SUMMER SELLER

in your vending machines

Zenobia Pure White

ROASTED AND SALTED

Pistachio Nuts

They are the BEST SELLING and the SAFEST nuts for your machines in warm weather. The public demands these delicious nuts and the experience of hundreds of operators proves this.

THEY WILL VEND IN ALL TYPE MACHINES

ZENOBIA PISTACHIOS ARE KNOWN
to be the finest quality—deliciously roasted and salted—carefully selected—full meated—100% opened—guaranteed sound.

OUR LOW PRICE FOR ALL

enables every operator to enjoy fine profits during the summer months.

If you don't at least try 25 or 50 lbs. you will be doing yourself a great injustice.

Send your order with a $2.00 deposit and we will make prompt shipment—Balance C. O. D.

Zenobia Co., Inc.

165-7 Hudson St. **New York City**

Automatic World

The Progressive National Trade Paper of the Coin Machine Industry

Volume 2 No. 12 June, 1932

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AUTOMATIC WORLD PUBLISHING CO.

AARON SMITH, Bus. Mgr. TOM MURRAY, Editor O. J. BRANCH, Adv. Mrg.

THE AUTOMATIC WORLD, 120 ST. LOUIS AVENUE, FORT WORTH, TEXAS, IS PUBLISHED MONTHLY. SINGLE COPIES 10c. $1.00 A YEAR IN U. S. A. $2.00 A YEAR IN FOREIGN COUNTRIES. OUR TELEPHONE NUMBER IS 2-1445. ADVERTISING RATES FURNISHED UPON REQUEST.

THE ★ LAST ★ WORD ★ IN ★ PIN ★ GAMES

Senior
$37.50
Sample

Lots of 5
$35.00
Lots of 10
$32.50

EXTRA LARGE SIZE
Length 45 in.
Width 22-in

FIVE STAR FINAL SENIOR
incorporates all the new coin-machine ideas. NEW **Triple Dog Magnetic Coin Slot** cannot be cheated with slugs, toothpicks, matches, cardboard, wire, etc. **NEW Ball Lift** brings ball to playing field level in an instant. **NEW finger-tip control Plunger.** Polished aluminum track. Heavy plate glass top. Chromium-plated hardware. Two sets of 10 steel and marble balls. Use either set. 1c or 5c play. Level adjustment legs.

FIVE STAR FINAL

The Game of Swift, Dynamic Action

THE outstanding machine of pin games! A brand-new playing field loaded with dynamite action . . . a game the playing public will take to on first sight.

The Last Word In Beauty and Skill

To fully appreciate **FIVE STAR FINAL** you must see it! You must see its new polished aluminum track; its vivid coloring; its beautiful cabinet design and fine workmanship! Watch the ball sweep around the field . . . revolving . . . rebounding . . . trickling . . . reversing. You have to play **FIVE STAR FINAL** to experience its thrills, suspense and action. **FIVE STAR FINAL** represents everything you demand in a pin game. It's a KNOCK-OUT in every way!

Try It At Our Risk!

Let it prove its money-making power. Try **FIVE STAR FINAL** for 7 days. Then if you are not pleased, return it express prepaid and your cost will be promptly refunded.

Terms: One-third with order—Certified Check, bal. C.O.D.

Length 32-in.
Width 18-in.

FIVE STAR FINAL JUNIOR
Includes the new and improved features of the Senior model.

Sample $16.50
Lots of 5 $15.00
Lots of 10 $14.00
Steel Stand $2.00
Wood Stand $2.50

D. GOTTLIEB & CO.
4318 West Chicago Ave. Chicago

Factory Branch Offices and Warehouses
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PENNSYLVANIA: Forbes & Stevenson Streets, Pittsburgh Pa.
WEST: 1038 W. Seventh St., Los Angeles, Cal.
WISCONSIN: 1125 N. Water St., Milwaukee, Wis.
MISSOURI: 1504 S. Grand Blvd., St. Louis Mo.
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SOUTHWEST: 1108 Main St., Dallas, Texas.
SOUTHEAST: 731 Hurt Bldg., Atlanta, Ga.

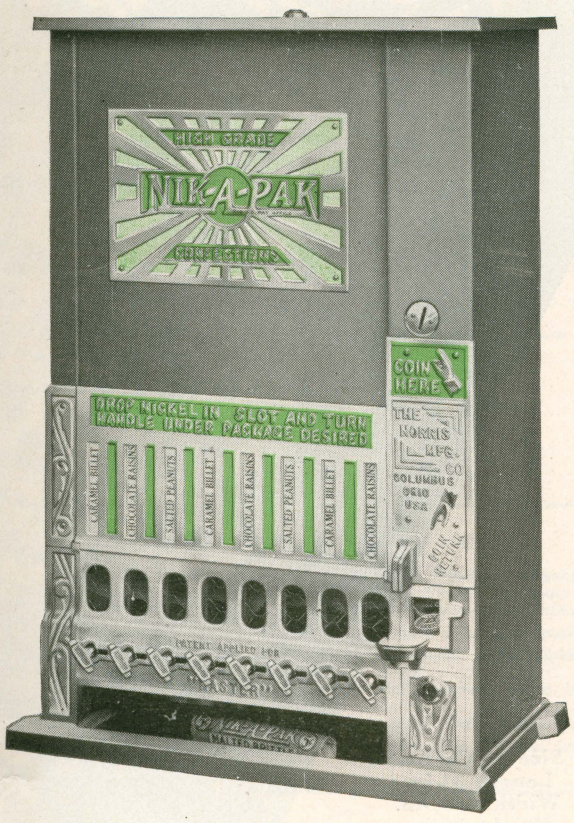
★★★★★ When Better Coin Machines Are Built **GOTTLIEB** Will Build Them ★★★★★

Bigger Profits for Operators

The "Master"

Selective Candy Vender

Mechanism simple, positive and strong. Eight columns. Capacity 160 packages. Heavy Steel Cabinet. Cylinder Locks. Attractive gray enamel finish. Highly polished aluminum trimmings.

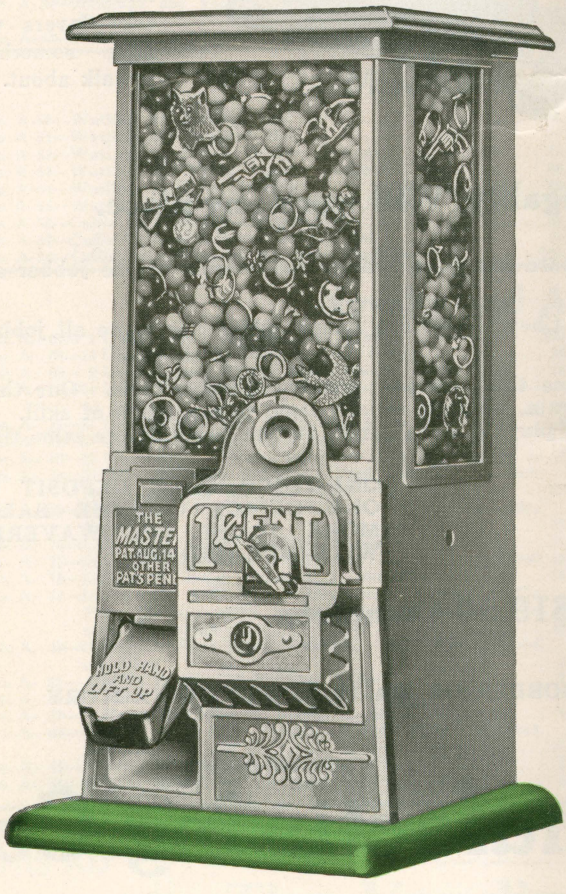


CANDY

Milk Chocolate Stars, Chocolate Coated Peanuts, Chocolate Coated Almonds, Chocolate Coated Raisins, etc., of a well known nationally advertised brand. Packed 140 packages to a case.

Costs $2.50 Brings $7.00

Biggest profit ever known for the Candy Machine Operator.



DON'T BE FOOLED

Imitations Don't Bear Our Reg. Trade Mark "MASTERS"

The "MASTER" Novelty Vendor

Is a Regular Little Gold Mine

This machine with our patented toy vending device and adjustable vender, will vend more than 15 items, such as Ball Gum, Marbles, Peanuts, Pistachios, etc.

Aluminum or Chromium Steel Cabinets. Porcelain Enameled Base. Appearance and performance gets and keeps best locations.

Never idle. Works every day in the year, vending one of many confections.

Write for Prices Today

The Norris Manufacturing Co.

Columbus **Ohio**

CANADIAN DISTRIBUTORS

BERGSTROM SALES CO.

Estevan, Sask., Canada

You Will Never Be Happy Until You Operate Masters

The Cherry Reel Foot Ball Board

This Pin Board Fits the Ballyhoo Ready for Delivery

Three in one operators' conversation: "We are opening this town up on Cherry Reels." "What town?" "Every town in the United States." "Why?" "Because the Cherry Reel Board gets the money 365 days a year. So did the slot machines. Can you run them? Ask the other fellow."

The three games are as follows: First: A High Score Pin Game. Second: A perfect game of Football. Third: Ten balls spinning over the Cherry Reels for a line up. When three balls line up in a row the merchant and the players will have something to talk about.

Size of Cabinet
Length 31-in.
Width 16½-in.
Height 39-in.
Weight 36 lbs.

Cherry Reel Pin Boards for legality. Will work any place.

Repeat orders show the old 1776 Liberty Bell Pin Board has gone over to the success of the jobber and operators.

The pin games have just started if you have the old Cherry Reel Pin Board, which has made all jobbers and operators famous throughout the United States.

Let us not kid ourselves. There will never be a game that will beat the old Cherry Reels. Our three games in one has put the old Cherry Reels spinning again, which is strictly legal to our game of skill. Just picture the sensation the players will get out of playing three games on one board at the same time

This three in one Cherry Pin Board is ready for shipment. Interchangeable in ten minutes for the Lucky Star, Ballyhoo, Lucky Strike, Jostle, Etzel, and the Wizzard. Price $5.50.

ONE-THIRD CASH DEPOSIT TO OUR OFFICE OR THE BALTIMORE TRUST CO., WAVERLY, WITH ALL ORDERS.

Sample Machine $19.50 Complete

OPERATORS—CALL ON YOUR NEAREST JOBBER OR WRITE DIRECT TO FACTORY

Lucky Star Manufacturing Co.

3103-05 Old York Road **Baltimore, Md.**

Guaranteed USED Machines

All Makes, Types and Kind

Rebuilt and Slightly Used Machine Bargains

Used Mills Money Makers

Lot No. A- 1—Mills 5c Jackpot Side Vender (factory built)..... $39.50
Lot No. A- 2—Mills 5c Jackpot Side Venders (high serials used short while) 46.50
Lot No. A.- 3—Mills 5c FOK with Original Mills Jackpot Front—A-No. 1 condition 41.50
Lot No. A- 4—Mills 5c FOK with Original Mills Jackpot Front—Serial over 200,000..... 46.50
Lot No. A- 5—Mills 5c Front Vender Jackpots (original factory built) like new 56.50
Lot No. A- 6—Mills 10c FOK with Reserve Jackpot Front; Vends Mints 32.50
Lot No. A- 7—Mills 25c FOK with Original Mills Jackpot Front (perfect condition) 42.50
Lot No. A- 8—Mills 5c Front O. K. Venders; excellent condition; Bullseye 35.00
Lot No. A- 9—Mills 5c Front O. K. Venders; serials under 135,000. Good machines 27.50
Lot No. A-10—Mills 5c Operators Bells—Bullseye—A. No. 1 condition; good appearance 25.00
Lot No. A-11—Mills 25c Operators Bells—Bullseye model; good machines 27.50
Lot No. A-12—Mills 25c Jackpot Side Venders (factory built)..... 52.50
Lot No. A-13—Mills 5c Reserve Jackpot Bell (factory built)..... 41.50
Lot No. A-14—Mills 10c Jackpot Bell (factory built)..... 46.50
Lot No. A-15—Mills 25c Reserve Jackpot Bell..... 49.50
Lot No. A-16—Mills 5c F. O. K. Convert Jackpot Bell; serial under 135,000 ..... 27.50
Lot No. A-17—Mills 25c F. O. K. Convert Jackpot Bell—Bullseye model 31.50
Lot No. A-18—Mills 10c Convert Jackpot Bell; serial under 130,000. As is—will run..... 24.50
Lot No. A-19—Mills 25c Convert Jackpot Bell; serial under 130,000. As is—will run..... 24.50
Lot No. A-20—Mills 5c Jackpot Bell (factory built); serial under 220,000 ..... 35.00
Lot No. A-21—Mills Modern Scales. A good buy—like new..... 62.50
Lot No. A-22—Mills 5c Regular Silent Jackpot Bell..... 72.50
Lot No. A-23—Mills 10c Regular Silent Jackpot Bell..... 75.00
Lot No. A-24—Mills 25c Regular Silent Jackpot Bell..... 77.50
Lot No. A-25—Mills 5c Gooseneck Silent Jackpot Bell..... 62.50
Lot No. A-26—Mills 10c Gooseneck Silent Jackpot Bell..... 65.00
Lot No. A-27—Mills 25c Gooseneck Silent Jackpot Bell..... 67.50
Lot No. A-28—Mills 5c Silent Jackpot Front Vender..... 77.50
Lot No. A-29—Mills 10c Silent Jackpot Front Vender..... 80.00
Lot No. A-30—Mills Silent Jackpot Front Vender..... 82.50

Used Jennings Constructions

Lot No. A-31—Jennings 5c Jackpot Side Vender, Lemon model..... $32.50
Lot No. A-32—Jennings 5c Jackpot Side Vender; original factory built 39.50
Lot No. A-33—Jennings 5c Reserve Jackpot Side Vender..... 45.00
Lot No. A-34—Jennings 25c Jackpot Side Venders..... 47.50
Lot No. A-35—Jennings 5c Jackpot Bell..... 35.00
Lot No. A-36—Jennings 25c Jackpot Bell..... 37.50
Lot No. A-37—Jennings 5c Victoria Jackpot Bell—like new..... 57.50
Lot No. A-38—Jennings 10c Victoria Jackpot Bell—excellent condition 59.50
Lot No. A-39—Jennings 25c Victoria Jackpot Bell—A No. 1 condition 61.50
Lot No. A-40—Jennings 5c Victoria Front Vender Jackpot..... 64.50
Lot No. A-41—Jennings 10c Victoria Front Vender Jackpots..... 66.50
Lot No. A-42—Jennings 25c Victoria Front Vender Jackpots..... 67.50
Lot No. A-43—Jennings 5c Side Vender Bullseye—Good condition.. 32.50
Lot No. A-44—Jennings 5c Side Vender—just used two weeks..... 39.50
Lot No. A-45—Jennings 5c Side Venders—serial under 30,000. As is—will run 12.50
Lot No. A-46—Jennings 5c Operators Bells—serials under 30,000. As is—will run 11.50
Lot No. A-47—Jennings 5c Convert Jackpot Side Vender..... 36.50
Lot No. A-48—Jennings 5c Convert Jackpot Side Vender, old model 27.50
Lot No. A-49—Jennings 5c Today Venders..... 22.50

Miscellaneous 3-Reel Machines

Lot No. A-50—Watling 5c Jackpot Bell..... $ 35.00
Lot No. A-51—Watling 25c Jackpot Bell..... 37.50
Lot No. A-52—Watling 5c Front Vender Jackpot..... 41.50
Lot No. A-53—Watling 25c Front Vender Jackpot..... 45.00
Lot No. A-54—Watling 5c Twin Jackpot..... 52.50
Lot No. A-55—Watling 5c Twin Front Vender Jackpot..... 57.50
Lot No. A-56—Caille 5c Superior Jackpot Bell..... 31.50
Lot No. A-57—Caille 5c Grand Prize Jackpot Bell..... 57.50
Lot No. A-58—Caille 5c Aristocrat Roulette Machine..... 137.50
Lot No. A-59—Caille 5c Grand Prize Front Vender. Guaranteed like new 75.00
Lot No. A-60—Caille 25c Grand Prize Front Vender—just like new 82.50
Lot No. A-61—Pace 5c Bantam Jackpot Bell—excellent condition.. 31.75
Lot No. A-62—Pace 10c Bantam Jackpot Bell. A good buy..... 36.75
Lot No. A-63—Pace 5c Late Model Reserve Jackpot Bell..... 49.75
Lot No. A-64—Pace 10c Late Model Reserve Jackpot Bell..... 52.50
Lot No. A-65—Pace 25c Bantam Jackpot Bell—Everful Model..... 53.75
Lot No. A-66—Pace 5c Champion Jackpot Bell..... 32.50

Novelty and Amusement Machines

Lot No. A- 67— 8 Used Jostle Machines—5c Play..... $23.75
Lot No. A- 68—13 Used Miggles Machines—5c Play..... 25.50
Lot No. A- 69— 9 Used Lucky Strike Machines—5c Large Size.... 19.75
Lot No. A- 70—14 Used Lucky Strike Machines—Counter Model—1c or 5c 8.75
Lot No. A- 71—21 Used Baffle Ball Machines—1c or 5c..... 8.75
Lot No. A- 72—17 Used Bally-Hoo Machines—1c or 5c..... 11.50
Lot No. A- 73—21 Used Boop-A-Doop Machines—like new—1c or 5c 10.50
Lot No. A- 74—23 Used 8-Pocket Miniature Pool Tables—1 1-4 inch Balls complete with all accessories..... 12.50
Lot No. A- 75—43 A. B. T. Big Game Hunters. Numbered reels. Good buy 11.50
Lot No. A- 76—21 B. & M. Baby Venders—4 coin play..... 11.75
Lot No. A- 77—18 Caille Baby Bells—4 coin play—excellent condition 16.75
Lot No. A- 78—12 Superior Baby Venders—4 coin play..... 10.50
Lot No. A- 79—18 Superior 3-Way Selective Mint Vender—5c-25c Play through same slot. Perfect condition. For closed territory 13.75
Lot No. A- 80—21 Exhibit Post Card Venders. Twin Unit. Good condition 2.95
Lot No. A- 81— 8 Mills 1c Wizard Fortune Tellers..... 3.25
Lot No. A- 82— 3 Mills 1c Pin Board Target..... 5.25
Lot No. A- 83— 6 Hercules Baseball Machines (electric) 1c..... 9.75
Lot No. A- 84—12 Mills Bell Boy Venders—4 coin Play. Perfect condition 21.75
Lot No. A- 85—19 Peo Whirlwinds—like new..... 2.95
Lot No. A- 86—16 Pace Whizballs. A good buy..... 3.75
Lot No. A- 87—21 Gottlieb Electric Miniature Baseball, 1c..... 3.95
Lot No. A- 88—19 Miniature Baseballs—non-electric..... 3.00
Lot No. A- 89—18 Brand new Gottlieb Electric Baseball Machines 6.00
Lot No. A- 90—65 Brand new Peo Whirlwinds. A give-away price 4.15
Lot No. A- 91—13 A. B. T. Three Jacks Machines, 1c..... 10.50
Lot No. A- 92— 9 A. B. T. Five Jacks Machines, 1c..... 15.50
Lot No. A- 93— 5 Majestic Moving Targets. Condition OK..... 13.75
Lot No. A- 94— 3 Aeromatic Basketball Machines, 24 shots for 5c, complete with stand. Bargain price..... 37.50
Lot No. A- 95— 2 Snax Stores complete with stand; straight 5c candy bar vender 27.50
Lot No. A- 96— 4 Hershey Chocolate Bar Machines, both milk and almond bar. Machine complete with stand. Sacrifice. Capacity 120 bars..... 49.50
Lot No. A- 97— 7 Mills 5c Puritan Bells. Condition O. K..... 14.75
Lot No. A- 98— 9 Mills 25c Puritan Bells..... 16.75
Lot No. A- 99— 4 Field's Gypsy Ball Gum Vender—4 coin..... 11.75
Lot No. A-100— 3 Ske-Bal-Ete Machines, 1c 8.75
Lot No. A-101— 2 Roll-A-Ball machines, 5c 7.75
Lot No. A-102—18 Atlas Baseball machines, 1c—like new..... 7.50
Lot No. A-103— 2 Baseball Skill Target machines 2.25
Lot No. A-104— 3 U. S. Postage Stamp Venders..... 17.50
Lot No. A-105— 4 A. B. T. Target Skill machines, 1c..... 4.75
Lot No. A-106— 3 Baby Jacks, 1c 12.50
Lot No. A-107—48 A. B. T. Churchill Miniature Pool Tables. Walnut construction; cue ball return; complete with all accessories; A-1 condition..... 31.50

THIS AD

Cancels all previous prices on Used Machines

Whether you want absolutely new or used machines buy thru us. We positively save you money on every deal. TRY OUR SERVICE.

The Vending Machine Co.

205-15 Franklin Street

FAYETTEVILLE, N. C. - - - U. S. A.

ORDER BY LOT NUMBER

TERMS:

One-third Cash with Order. Balance C. O. D.

WANTED

Letters from Operators Who Want to Save Money on All the Latest Pin Games

BUY BLUE SEAL . . . .

The NEWEST, HOTTEST, FASTEST MONEY-MAKER ever made. Built by a quality manufacturer. The FINEST square type pin game on the market today. Actual location tests which we have carried on for weeks have proven BLUE SEAL to be the fastest money-maker we have yet handled.

Write for New Confidential Low Prices

Every new machine is always in stock ready for immediate delivery. Before you buy, write us . . . FIVE STAR FINAL ● O. K. ● SKI-DOO ● the NEW ACE ● FAVORITE ● WHIZZ BANG ● MASTER PLAY BOY ● BALLYROUND ● WHIRL-POOL.

And all the others . . . You can't go wrong when you deal with . . .

COIN OPERATED MACHINES CO.
Phone-UNiversity 4-4490
217 WEST 125TH ST. • NEW YORK CITY

BUILD YOUR OWN PIN BOARDS!

Our 40 years experience assures you of the finest genuine solid oak cabinet that can be built. Two standard sizes offered for immediate shipment. Solid oak two-tone finish.

SIZE 16 in. by 26 in.	$2.85
Collapsible Table	1.50
Finest Double Dog Coin Chute	.35
Plunger and Spring complete	.20
Shipping Carton (Used for Reshipment)	.15
Lock	.25
TOTAL	$5.30

SIZE 16 in. by 36 in.	$4.35
Collapsible Table	1.50
Finest Double Dog Coin Chute	.35
Plunger and Spring complete	.20
Shipping Box (Used for Reshipment)	.75
Lock	.25
TOTAL	$7.40

Customers desiring cabinets and tables only may so order, but we do not sell coin chutes, plungers, locks, etc., except with cabinet. All cabinets include sliding top board and under board.

TERMS: ONE-THIRD CASH—BALANCE C. O. D.—F.O.B. CHICAGO
ALL CASH FOR SAMPLES

J. H. Rosberg Mfg. Co.

650 N. Kedzie Ave.
Chicago, Ill.

Now

Your

CASH IS-

GUARANTEED!

MAKE THE PROFITS COME YO
WITH THE AUTO

THE *Perfect* AUTOMATIC SALES BOARD

Now you can be absolutely sure of collecting every penny of your money when you place sales boards on consignment. AUTOMAT COINOLA ends forever all bickering with location owners, all excuses and alibis, all loss of profits and all counting of punched-out holes. Every nickel spent for punches remains in the machine until YOU open the pick-proof lock.

Here, at last, is the PERFECT salesboard! AUTOMAT COINOLA not only insures full returns to the operator—it wins the enthusiastic approval of location owners as well—and it makes a tremendous hit with players.

Location owners like AUTOMAT COINOLA because it positively protects against cheating. It requires no time or attention when punches are sold and it gets the heaviest play of any salesboard, game or other coin-operated device.

Players go for AUTOMAT COINOLA in a big way because it is the most novel of all novelties. It has the captivating appeal of a game added to the play-compelling feature of rewards to be had. One player may play alone or several may play in competition without requiring the attention of the location owner.

Here is the way that AUTOMAT COINOLA works:—A nickel is deposited in the slot, and any hole in the board is selected by means of the onyx knob at the rear of the machine and a small knob at the side. The onyx knob is then pressed down and a slip, bearing a number, is delivered through the opening at the front. When a winning number has been punched, the location owner keeps the slip to show the operator the amount he has paid out. The entire action is automatic and all possibility of error or cheating is eliminated.

Slugs or cheating devices of any kind cannot be used in AUTOMAT COINOLA as the last coin played remains in view until five punches have been taken. As an added incentive to steady play, the coin mechanism is so arranged that five nickels may be deposited at one time and five punches taken in succession.

The sales board supplied with AUTOMAT COINOLA is a 3000 hole board, specially made to fit this machine. No other board may be used in its place. This sales board is made of aluminum and aluminum walls and these walls cannot be broken through in case the punch is not centered directly over a hole. Refill boards for AUTOMAT COINOLA may be had from us at very low cost.

Lots of 5
$32.50
Each

Lots of 10
or More
$29.50
Each

The payout in connection with AUTOMAT COINOLA may be arranged in any way you wish. When not otherwise specified, we will supply a label providing for a payout of $45.00—three prizes of $10.00 each, ten of $1.00 each and ten of 50 cents each. However, the payout label may be arranged to pay a prize for the last punch in each section, to pay out more or less than $45.00, or in any manner desired. The 3000 hole board takes in $150.00.

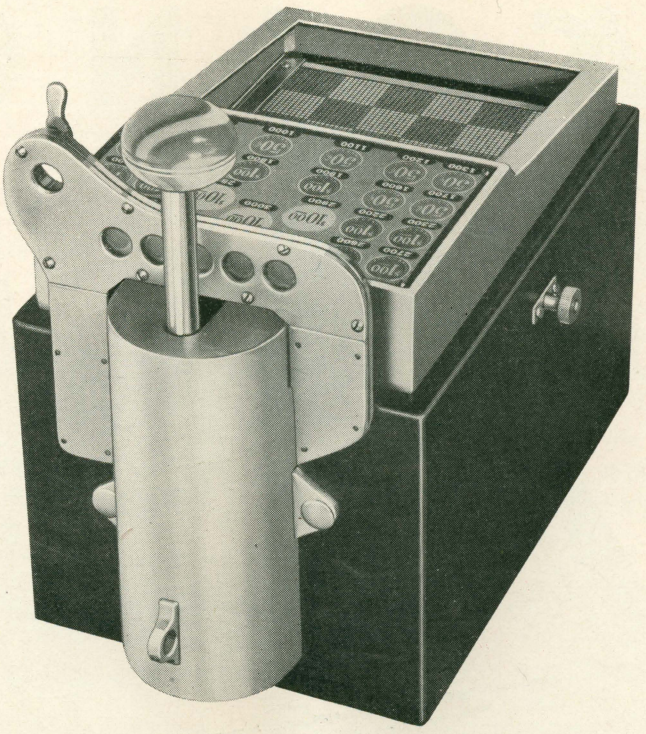
TERMS-CASH 1/3 DEPOSIT, BALANCE C.O.D. F.O.B. CHICAGO

B. A. WITHEY COMPANY, Inc. 3501-

UR WAY! THE RIGHT WAY!!!

MAT COINOLA

3507 N. Ashland Ave. Chicago, Illinois



The NEW AUTOMAT • COINOLA

A Positive Protection For Operator and Location Owners

In the designing of AUTOMAT COINOLA, every precaution has been taken to insure full return to both the operator and the location owner.

Notice the back of this new machine. The mechanism is removable by the operator who has the proper key, but there is absolutely no way whereby the location owner can reach the coins which have been deposited. Every coin played remains in the machine until the operator removes it.

The location owner is assured of his full share of the receipts because no cheating is possible if ordinary care is taken. By glancing at the five openings in the coin device, it is readily seen whether or not slugs or other cheating methods have been used.

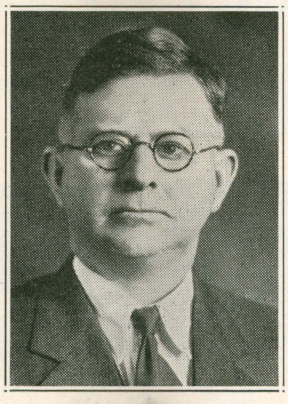
An attachment at the rear of the machine makes it easy to chain or to otherwise fasten AUTOMAT COINOLA to the counter so that it cannot be removed.

AUTOMAT COINOLA is the final answer to the need for a sales board that gets heavy play, which cannot be cheated and which guarantees to the operator every penny to which he is entitled.

Order AUTOMAT COINOLA with this understanding:—Test it out for seven days. If, within that period of time, this new machine has not demonstrated its money-making power to your complete satisfaction, you may return it to us for a full refund—and you may keep whatever the machine has taken in. Isn't that fair? Then send in that order blank NOW!

Texas Coin Machine Operators

Mr. Ewing gives us a timely suggestion in the following article, that not only fits the Texas situation but can be applied in every state by all operators.



F. C. Ewing
Sec.-Treas., Texas Coin Machine Operators Association

NOW is the time to see your representatives and see how they stand on taxing coin operated machines. You operators come in contact with lots of votes that realize that a tax on machines will put lots of operators out of business and when it does it is going to stop revenue they derive from the machine that is located at their place. You will find lots of merchants that own machines of their own and they are sure not going to vote for some representative that is going to tax them.

If the operators would get out and work they could swing lots of votes that will help, not only the operator, but the merchant.

If machines are taxed it is going to throw a lot of men out of employment. I think we have enough out of employment now. Taxes on machines does not only injure the operator and his employes but other industries. As you know there are lots of machines manufactured in Texas that are vended through coin operated machines. The lumber industries, the planing mill, the foundries, paint companies, machine shops, glass companies, plating companies all furnish materials and work for machines manufactured in Texas. The sugar refineries, candy factories, farmers. If it was not for the peanut venders peanuts would not be worth hauling off.

The cold drink bottles and other products raised and manufactured in Texas will be affected if a tax is put on coin operated machines. There is no more excuse for taxing a coin operated machine than there is in taxing a show case in a man's store as they are both for display and convenience for his customers.

Send me the names of your representatives and I will send them a copy of the above. Just lots of the representatives do not really know what a coin operated machine is, they think they are a game of chance and do not know that a person gets what he pays for in merchandise or amusement same as if he was buying it out of a show case and do not realize it helps the merchant from loss through theft and help him to serve his customers when he is busy and entertainment for them when they are waiting to be waited on. If you will put it up to them in the right way they will see that you are not taxed out of business. They are business men same as you are and when they realize you are in a strictly legitimate business they will not tax you out of business.

Now you all go out and get busy. The operators of Texas come in contact with over half of the votes of the state in one way or another.

With best wishes to you all,

F. C. EWING.
P. O. Box 832, Fort Worth, Texas.

Report on Texas Tax Cases

Notification reached our office on June 15 at 4 p. m. to the effect that the Walker case in Austin, which was before the court of criminal appeals for a new hearing, was refused this consideration. Here is the way the message reached us: "Court of Criminal Appeals overrules motion for new hearing in Walker tax case."

This action now brings us down to the only chance left and that is the case of C. F. Souter et al, which is before the Supreme Court and will be argued some time in June or the first part of July. If the Supreme Court's decision is against us we will then head for a higher court.

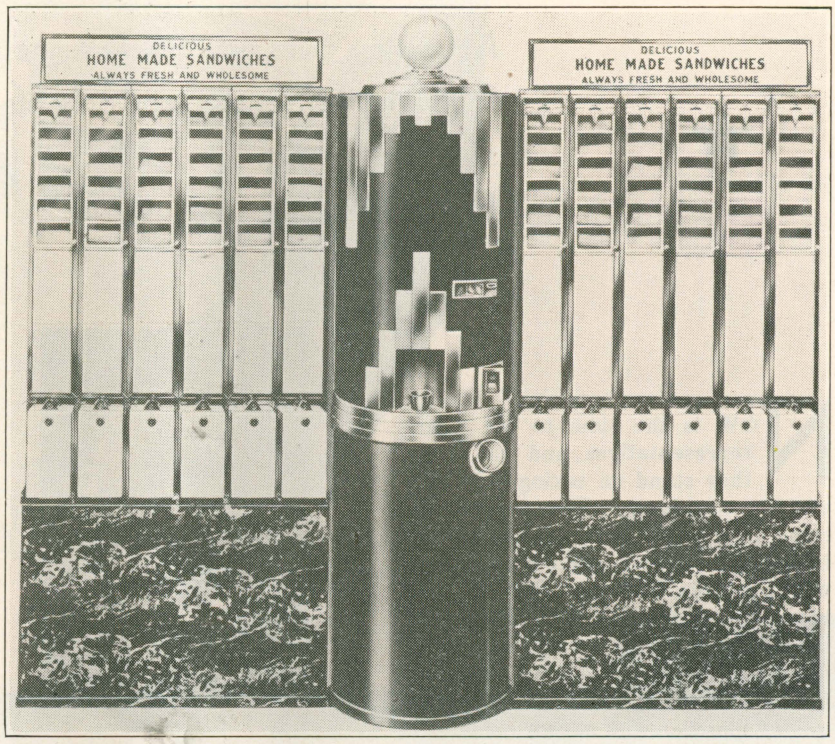
On your guard, operators! Read F. C. Ewing's article in this issue, see your representative and have a talk with him and the ones that are running for the offices. Ask them about this tax and show them how unfair it is. Use your influence with these fellows and don't vote for a sucker that is against you.

OKLAHOMA CITY PLACES TAX ON SCALES

According to reports reaching us through a reliable Oklahoma operator, Oklahoma City has socked scales $5 a year.

Standard Automatic Luncheonettes

As Told by Mr. John F. Moran, National Sales Machine, Co., New York City



NATIONAL SALES MACHINE CO. have given us many surprises as well as held forth many hopes for the furtherance of the automatic merchandising industry with modern and better machines for nationally presold and advertised products. Not so many months ago they told the automatic merchandising world of their new bakery goods merchandiser. Now National Sales Machine Co. have developed a complete automatic luncheonette.

There is no doubt that the National Sales engineers have "done themselves proud," as the saying goes. They have developed a sandwich merchandiser plus a new machine which sells hot coffee, and which, during the summer months, can vend to the thirsty public cold drinks of every description. Two sandwich merchandisers plus the hot coffee machine comprise one standard automatic luncheonette.

In these new merchandisers National Sales Machine Co. have adopted modernistic design. So well have they followed out this modernistic effect that the coffee merchandiser has gained tremendous artistic attractiveness. This attractiveness of design causes capability of location in the finest of business houses and educational institutions. Many institutions of learning have already accepted them as well as many factories, bus stations, department stores, etc. The field for the standard automatic luncheonette is almost unlimited.

Placing the hot coffee machine, which is cylindrical in shape and about six feet high by two feet in diameter, in the center, and flanking it with two sandwich merchandisers procures the effect of a miniature "Automat" restaurant. The "automat" method of sale is already so familiar with the general public that it should not be difficult to sell the items from the standard automatic luncheonette when so displayed.

The sandwich merchandisers come in units of six columns per machine with a capacity for a variety of 72 different types of sandwiches, cakes, tarts, pies, etc. The hot coffee machine is capable of handling two five gallon thermos jugs. These are easily made ready for operation and as easily removable. There is simplicity throughout in the manner of supply and delivery, in both of these new National merchandisers.

The attractiveness of the sandwich merchandiser is gained from the sanitary design effect and therefore is unique from this viewpoint. A fine, substantial, sanitary white color delicately ribboned with silver lines and the further air-tight protection of shatter-proof glass inside as well as out, with each individual compartment scientifically arranged for super cleanliness tends completely in effect, to create a pleasant urge to purchase from these merchandisers.

This double door protection in each sandwich merchandiser is the idea and patent of the company. It comprises an outer swinging door and an inner drop panel arrangement. The base of the machine is in marble effect, sturdily constructed, and capable of severe abuse without much apparent outer sign.

The cylindrical hot coffee machine has a black background, and is attractively fixtured with chrome in modernistic panel design. Ten chrome panels have complete harmony in their design principle. This is arranged by equal measurement from top and bottom. The coin slot protrudes and therefore is not only easily accessible but also very easily noticeable. All mechanical parts displayed on the machine are chromium plated to carry out the general effect. The center of the machine is completely circled by a band of chrome as well as are the top and bottom in similar design to the rest of the chrome fixtures.

The operation of the hot coffee machine is entirely automatic. That is to say, it is not necessary for the purchaser of coffee to place a cup in the opening so provided and then insert his coin and await the stream of fluid to fill it. Upon insertion of the coin in this National hot coffee machine paper cup falls into permanent holder automatically. This cup catcher is an attached permanent part of the machine. It is then filled with the right amount of fluid, which can be regulated as to quantity, and is naturally removed when full by the customer.

The company's merchandising plan for these new machines is so scientifically practical that locations actually await the machines before

sale. Demand has already been created for these merchandisers in all parts of the country. Therefore all that is necessary is the proper operator.

There is no doubt any more about profits on location. This has already been thoroughly tested by the company and is now a matter of record. There has always been a demand for this type of merchandiser from many educational institutions as well as innumerable factories and department stores.

Automatic merchandisers are the mainstay of this industry. Automatic amusement novelties are fine money-makers while Miss Fancy smiles in their direction. The wise man realizes that to continue earning money he must have something which is substantial and which has lasting power so necessary to continuous profitable operation.

The possibilities which the new standard automatic luncheonette faces is outstanding when we consider the basic reasons for its construction. These are—making easily accessible automatic restaurant facilities which are already proven tremendous profit makers. Offering to the general public, food—the basic necessity of life itself. Furthering this with attractive artistic design to appeal to the more pleasant and delicate instincts of the public. Bringing this food to the public in an already familiar manner with greatly increased sanitary facilities. Again —the very fact that locations already await these merchandisers and also the fact that they enter into a virgin market. The virginity of this market plus the already proven profit factors causes the standard automatic luncheonette to be one of the finest automatic merchandising possibilities ever developed. Since it is sponsored by a nationally known and responsible firm it should be attractive to many men planning for better livelihood.

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A NEW COIN MACHINE PUBLICATION

A new coin machine publication has been launched in Chicago. It is called the Automatic Gazette and is of the newspaper style. Robert K. Gibbs is editor and he is assisted in advertising, etc., by C. L. Huntley, Walter D. Hildreth and Charles F. Stille. Mr. Gibbs and Stille were formerly with the Coin Machine Journal and their names were listed in the May issue of that journal. AUTOMATIC WORLD wishes them well in their undertaking.

●

Five Star Final Going Big

The master production of D. Gottlieb & Company, the Five Star Final, is sweeping into the good spots and staying there and when a game like Five Star Final sweeps into a spot and stays there, it makes money for its owner.

Remember, a faint heart never won fair lady, neither did or will a faint heart cash-in in the operating game. Send your order today for a sample Five Star Final and see for yourself just what it will do.

The Gottlieb factory is turning out these games by the hundreds, and have many orders to fill, but if you will mention AUTOMATIC WORLD your letters and orders will be given prompt attention in every fay.

The King of them All...

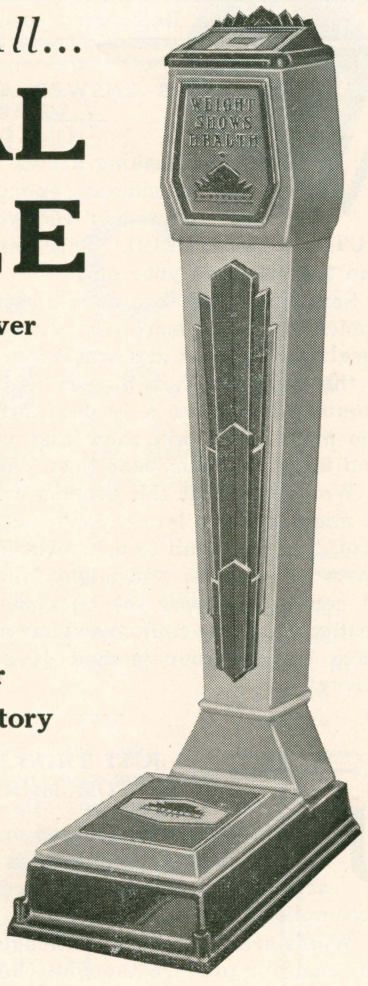
ROYAL SCALE

At the Lowest Price Ever Set for Quality

$35.00 Each

"one or a million"

$10 Deposit with Order
Balance C.O.D.-F.O.B. Factory



THE lowest priced, highest quality scale ever produced. Every desirable feature that successful, dependable scales ought to have is incorporated in the ROYAL. A simple fool-proof mechanism, unconditionally guaranteed for five years. See ROYAL at your nearest jobber's and get your ROYALS on order.

YOUR investment in ROYAL SCALES is small, but your income is substantial and STEADY. Never before has so attractive and so substantially built a scale been offered at so low a price. The ROYAL incorporates every desirable feature that successful dependable scales ought to have. Its simple, fool-proof mechanism unconditionally guaranteed for five years. Let us send you a sample for your inspection, or see ROYALS at your nearest Jobbers. If you do not feel you have made a wonderful buy, we will refund your money without question.

Jobbers

We are still getting orders faster than we can turn them out. We therefore suggest you get your deposits in immediately. FIRST COME — FIRST SERVED. This scale was built for your profit.

ROYAL SCALE CO.

42 Essex Street **Jersey City, N. J.**

Automatic World

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

AARON SMITH - - - - - - Business Manager
O. J. BRANCH - - - - - - Advertising Manager
TOM MURRAY - - - - - - - - - - Editor

Subscription Price:

One Year $1.00
THREE years $2.00
Canada, One Year.....$1.75

Advertising Rates Furnished Upon Request.

BOYS, LET'S ANSWER ALL INQUIRIES

WE ARE making a plea will all our advertisers to be considerate enough to answer every inquiry that you receive from ads placed in AUTOMATIC WORLD. This respect is rightly due anyone that answers your ad.

Sometimes, we know, that after you have sold or traded your used machines that you advertised, you keep receiving inquiries and you decide that the waste basket is the place for them, Okay, but before you throw the inquiries away, use a 1c post card, at least, and answer the man. That will show that you are thoughtful and you might sell him next time. Who knows?

We believe that this practice will pay in the long-run. It might develop into a condition like the "Boy and the Wolf." If you fail to acknowledge your inquiries or answers to your ads, you might fail to receive any. Then, of course, you pass the buck to the magazine when in reality it is your fault that your ad failed to pull. They have learned your method of handling your answers. Savvy?

—o—

JUST THINKING
By TOM MURRAY

JUST thinking will not get one very far toward accomplishments. Thinking is necessary in order to accomplish a thing, but to "just think" will never accomplish anything.

Words are the vehicle of thought and it requires words to create or produce thoughts, but if we expect to cash in on our thoughts we must permit or make sure that our thoughts give birth to action because from action comes accomplishments.

How often have we viewed a piece of machinery, a finished and working model of a coin operated machine, and it was exactly like a creation we had THOUGHT about building. Sometimes we read a book and after we finish it we say, well, I thought of that sort of a plot last year. What's the difference between just thinking and sitting down, and thinking and working out your thoughts? One man just thinks, the other thinks and works, and from his labors emerge his accomplishments and from his accomplishments comes the reward and from the reward comes the joy that is due the thinker that works.

You may think of a thousand good spots, but unless you get busy and secure them your thinking is all wasted. You might as well not have thought at all. You may think that you will buy some new machines and make more money, but to think upon the matter only will send you to the bread line. Manufacturers may think of a new idea in a coin controlled machine but their thoughts are not worth more than the dust of the earth, unless they create from their thoughts the creation their minds pictured.

Let's all think, but let's not stop with JUST THINKING, let's permit our thoughts to give birth to real action and then there will be accomplishment in evidence.

One reason that the depression holds on is because we have too many JUST THINKERS. Folks are thinking and thinking only. Thinking of harder times, thinking of poverty, thinking about losing their jobs, thinking that things will get better—just thinking and not acting enough. Men in every walk of life have stopped working and have gone to thinking only, and as long as we sit around and JUST THINK, things will never get better.

Manufacturers of the coin machine industry, during these years of depression, have been thinking and not only thinking but new creations have been produced. Accomplishments are in evidence from their thoughts. That's why the coin machine industry has not suffered so much as other industries.

—o—

OUR SECOND ANNIVERSARY EDITION

MY, MY, how our May anniversary issue was received with joy and delight. Telegrams from New York, letters from California, Maine. Louisiana, Illinois, Texas and almost every state in the U. S. A. Air-mail and special delivery letters, all proclaiming the high standard and merits of AUTOMATIC WORLD. Some of these are published in this issue, but not all. It would require too much space.

We tape this method and opportunity to say, "THANK YOU" coin-machinedom for the fine reception you gave this second anniversary issue of AUTOMATIC WORLD and we now pledge ourselves to continue to give you a good paper each month until next May, and—then—well, another bumper anniversary number.

—o—

WE WANT OUR READERS TO FACE THE FACTS

WE WANT our readers to take close notice and face the true facts regarding the high standard and class of the reading matter carried in AUTOMATIC WORLD.

There is no question but that AUTOMATIC WORLD gives the reader more variety than any other trade paper now in the field. We just naturally step out and garner the items that grip and hold your interest. Our reading matter is not the old regular cut-and-dried affair stuff that carries the same atmosphere every month. It does not come from the same writer, in every case, every month. We do not do a big lot of "clipping" from other magazines. We believe in giving you some real material and some real features.

You will also note that AUTOMATIC WORLD has that friendly air, that something that just pulls you closer to the paper. AUTOMATIC WORLD is truly and rightfully the leading trade paper of the coin machine industry of America—it is the "Paper that's Read."

Helpful Hints for Operators

By MORRIS MAYNOR, Jr.

THOSE MANY KEYS

DO YOUR keys cause you a great deal of trouble? Most operators I find have a great deal of trouble finding the right key for the lock that is to be opened, at the right time. He generally has to try all the way from one to sometimes as many as twenty keys before he finds the one that fits his lock.

On my route I have three rings of keys. Many of the keys are similar but no two are alike. For a long time I had much trouble and confusion every time I had to open one of my machines, so that is why I am passing this word of advice to my fellow operators.

I have devised a color scheme from my collection of lacquer and paint which I use to retouch up the finish on my machines when they need it. I have my key rings colored as follows: One yellow, one green, one red. This gives me a start on dividing my keys. Now take the yellow ring and every lock that I have a key for on this ring I made a small yellow circle. Next I made a small green circle on the locks that the keys on the red ring fit. Now when I go to a machine one glance at the lock will tell me which ring the key to fit that lock is on. With three rings of keys this automatically reduces the number of possible try and errors to one-third. If you have more than three rings just add more colors to your collection.

Now for further classification with color. The next step I took, and I would advise you to do likewise, was to take my yellow ring with all of the locks and with the yellow circles on them and mark them as follows: The first key and lock that fit, mark the lock with a small narrow mark beside the yellow circle, and on the key to this lock just make one yellow mark as near as possible like the second mark on the lock. The marking on the lock should appear when finished with a yellow circle and one mark of yellow. The key to this lock has only the yellow mark as the yellow ring to which it is attached takes the meaning of the yellow circle.

The next key and lock are now marked with another color—we'll say green. This combination when properly marked would be as follows: On the lock a yellow circle and a green mark; on the key to this lock there would be only a green mark like the one on the lock. Each lock and key are then similarly marked with different colors. If there are more keys on the ring than you have colors, then you can double up on your colors or your number of marks, or both. That is, have two marks of the same color or different colors, or change the design of the marks completely. Some changes in marks after the circles can be as follows: One horizontal mark, two horizontal marks,, etc.; one horizontal and one perpendicular; two perpendicular; a cross or X, etc. Now the same marks may be repeated on the key

(Continued on Page 24)

MAIN OFFICE at 167 CANAL ST. New York City phone CANAL 6-1635

160 HILLSIDE AV. HILLSIDE N.J. phone TERRACE 3-9843

Every Operator Likes to Deal with

W. J. C. Vending Co.

Because . . . He knows he'll get faster, more efficient and courteous service as well as lower prices.

We Don't Brag but . . . Just write in and find out why so many operators are daily buying from "W. J. C." and no one else. You'll soon learn why we have been able to expand to four branches.

Four Branches to Serve You

Send all communications to Main Office

Service—Plus . . . Operators like to deal with us because they get their machines in a hurry. We don't "stall" the operator off by carrying just one sample machine. Machines advertised are already in stock ready for immediate delivery.

FOR THIS MONTH ONLY

MIXED LOT BARGAIN

of the better known, and more profitable pin games. This great bargain is outstanding in the industry today because no other jobber or manufacturer has yet dared to offer anything like it.

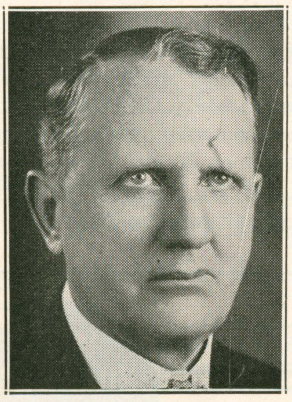
Don't Forget

Before you put away this magazine write in for our MIXED LOT BARGAIN.

348 FAIRFIELD AV. BRIDGEPORT-CONN. phone BRIDGEPORT 4-6324

22 So. 2ND St. OFF MARKET ST. Philadelphia PA. LOMBARD 0461

The Jayhawker



A few weeks ago we received a letter from Jim Boyle, the notorious operator from the Sooner State. Jim says, "I have been reading your articles in the AUTOMATIC WORLD for a long time and have often wanted to write to you." Needless to say I was mighty glad to hear from him. As usual, I answered his letter at once. In less than two weeks I was surprised to receive a personal visit from Jim, and more surprised to note that he did not resemble "Dollar Bill Murray" in any way, except that he certainly looks and talks like a perfectly honest and honorable gentleman. Thanks a lot, Jim, come again.

That sterling gentleman, C. M. Ellison from the Long Horn State, writes in and says, "Give us more good letters through the AUTOMATIC WORLD. I am always glad to hear from you through the good old paper. Some time when you are in the right spirit, let me have a letter from you." Listen, C. M., I am always in the right spirit to answer a nice letter like that and believe me, I do it too. Mr. Ellison tells me that he is having a lot of trouble with high-jackers down around Waco.

What the coin machine industry needs is more co-operation and less jealousy, not only among the operators, but also with the manufacturers and jobbers. We are all too tight about giving out information that might help some one else in the same line as we are. This jealousy is all un-called for, and we should want to see our competitor succeed, maybe we will need his co-operation some time in the near future. You know the old saying, "the bigger they are the harder they fall." We never get so big in this business that we can always paddle our own canoe. There are a lot of little things that can happen to any of us, so let's be friends with all the operators and dealers in our territory and when something unusual happens we are ready for just such an emergency.

If you are an operator and see something unusual happen to another operator's machine, stop a minute and see what's the trouble. Maybe you can assist your fellow operator. If you are a distributor and someone wants to buy something you have not got, call up the other distributors in your district and see if you cannot help someone out. Don't be so darned selfish, you don't gain a thing that way. Everybody should help each other all they can. Send in your ideas or your questions to this magazine or send them direct to me. They will be well cared for and answered promptly. That's what we are here for. More than 100 operators wrote to us last month, but there are still several hundred more that should have written to us that did not. So let's hear from 500 this month. Tell us your troubles, tell us how you overcame some certain obstruction, ask us anything you want to—we may not be able to answer it, but we may be able to tell you someone that can answer it.

This is M. T. Daniels, the Jayhawker operator, broadcasting from the geographical center of the U. S. A. now signing off until next month. Goodbye, everybody.

●

Whiffle-Zip

Sure, you saw that attractive ad on our front page—you could not have kept from seeing it. If you have not already ordered your sample Whiffle-Zip do it now. You can't lose. Automatic Industries, Inc., gave the industry one of the finest pin games away back when they were just coming out. Now they step forward with Whiffle-Zip and you can coin some money with this winner. Write them today.

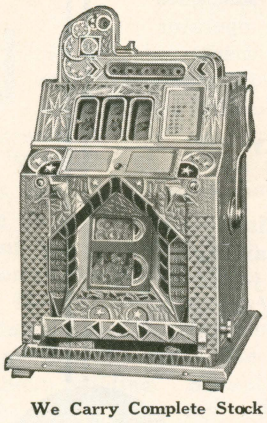
●

AUTOMATIC ICE VENDERS FOR SYRACUSE, N. Y.

The People's Ice Company of Syracuse, N. Y., are using coin operated ice venders at West Genesee and Lowell avenues, and Basin and Isabella streets. Ten cents secures a twenty-five pound cut of ice and twenty cents receives fifty pounds. This method affords an all night ice service as well as on Sundays and holidays.

USED MACHINE BARGAINS

Mills Front Vender Jackpots. Guaranteed A-1 Condition..... $40.00 AND UP



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Steel Machine Safes

The New Mills Golden Bell

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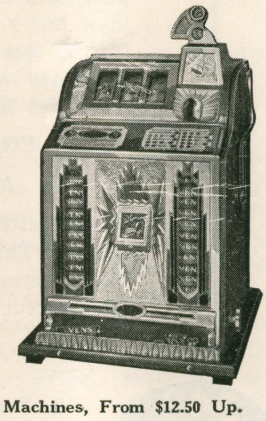


We Carry Complete Stock of Mills, Jennings and Caille Machines, From $12.50 Up. Write Us Your Wants.

MINTS—CHECKS—STANDS—SALESBOARDS
WE CARRY LARGEST STOCK IN TEXAS

TEXAS COIN MACHINE CO.

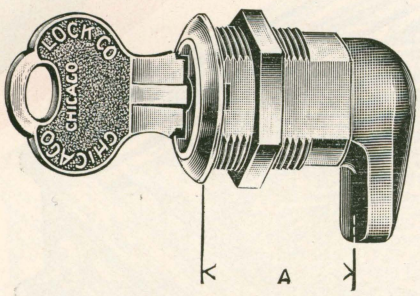
1712 Eighth Avenue Phone 4-1977 Fort Worth, Texas

See Our Ad on Page 22

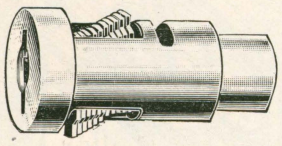
Chicago Lock Co. Features Quality on the Inside of Their Locks

The Chicago Lock Company, presents herewith some valuable information on the interior of their locks. This firm has always built their locks to a high standard and have always had the operator's interest in mind when constructing locks for coin machines. The Chicago Lock Company, was one of the first lock firms to take advantage of the huge lock business offered by the coin machine industry.

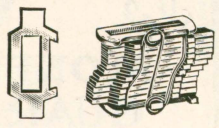
Following are some features of the lock:



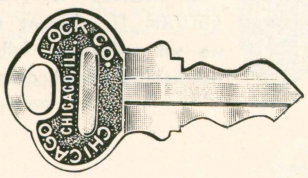
Brass—Solid brass plug and barrel—rust-proof. Heat or cold, dirt or ice, does not hamper easy operation.



Manually operated—Each tumbler is manually thrown to place by inserting the key in plug. Dirt or grease has little effect. On account of this principle the lock is prevented from mechanical freezing.



Eleven nickel silver tumblers—Chicago Lock is fitted with eleven nickel silver tumblers, spring operated, insuring both sides of plugs locking in the barrel.



Two-sided key—An uncut key blank cannot enter this lock. It must be "cut" or the key will not go through the tumblers. And must be "cut" to the proper key change, or the key will not throw the tumblers to unlocking position.

Many key changes—Keys are made with different milled grooves. Each type of milled key affording additional sets of numerous key changes. Eleven tumblers further amplify the number of key changes possible.

Secret code—All code numbers are kept secret on coin operated machines.

The tumbler mechanism is the heart of the lock—it's this mechanism, inside and unseen, that functions easily and efficiently.

The Chicago Lock has a good heart, built like a watch—is strong, dependable, secure. Accurately machined and fitted to micrometer scalings, and assembled by knowing of long experience.

The Chicago Lock is patented and constructed on a different principle than others—spring operated tumblers when locked, and positive key operated when unlocked.

●

The B. A. Withey New Sales Board

Again the B. A. Withey Company have stirred the enthusiasm of sales board operators with something distinctly new and attractive—an automatic sales board, as illustrated in their attractive four-page advertisement in this issue.

This is a greatly improved machine over the experimental model shown at the coin machine show last February. Shipments of samples started less than ten days before this article is written and already reorders have been received. This is the best sign possible that another winner has been launched.

For more than twenty-five years B. A. Withey Company have successfully manufactured salesboards and have gained leadership in the industry by the excellence of their products and by their progressive ideas.

They were the first to introduce the aluminum sales board and now they are a step in advance of all other sales board manufacturers with their automatic sales board.

Operators everywhere should send their orders for a sample board at once. This sensation will go like wildfire and the operator that acts quick will be the one that cashes in on this latest winner.

●

The less one speaks of his greatness the more will be thought of it.

MILLS MACHINES MAKE MORE MONEY

We have both new and used. Write for prices.

THE VENDING MACHINE CO.
205-11 Franklin Street
Fayetteville, N. C.

Subscription Offer

We are continuing our special subscription offer of 15 months for $1.00, untily July 20th. After that date our regular rate of $1.00 the year will be in effect. In order to receive this special offer, clip this coupon and mail to us today with $1.00, check, dollar bill, siiver, or stamps. Mail to

AUTOMATIC WORLD
120 St. Louis Avenue
FORT WORTH, TEXAS

Name .....

P. O. Box or Street.....

City .....State .....

( )Operator ( )Jobber ( )Manufacturer ( ) Distributor

SKILL GALORE

THE PIN GAME

SEE-SAW

A Winner and How!

PLAYING FIELD 28 5/8" X 14 3/8"
SIZE OVERALL 32" X 16"

Sample $19.50

Lots of 5	$18.50
Lots of 10	17.50
Metal Stands	2.00
DeLuxe Steel Stand	3.50

TERMS: 1-3 deposit, money order or Certified Check. Balance C.O.D.

F.O.B. Milwaukee, Wisc.

Please Specify—5c or 1c Play
We suggest 5 balls for 1c or 10 balls for 5c.

A NEW PRINCIPLE of player controlled play that is taking millions of pin game players by storm.

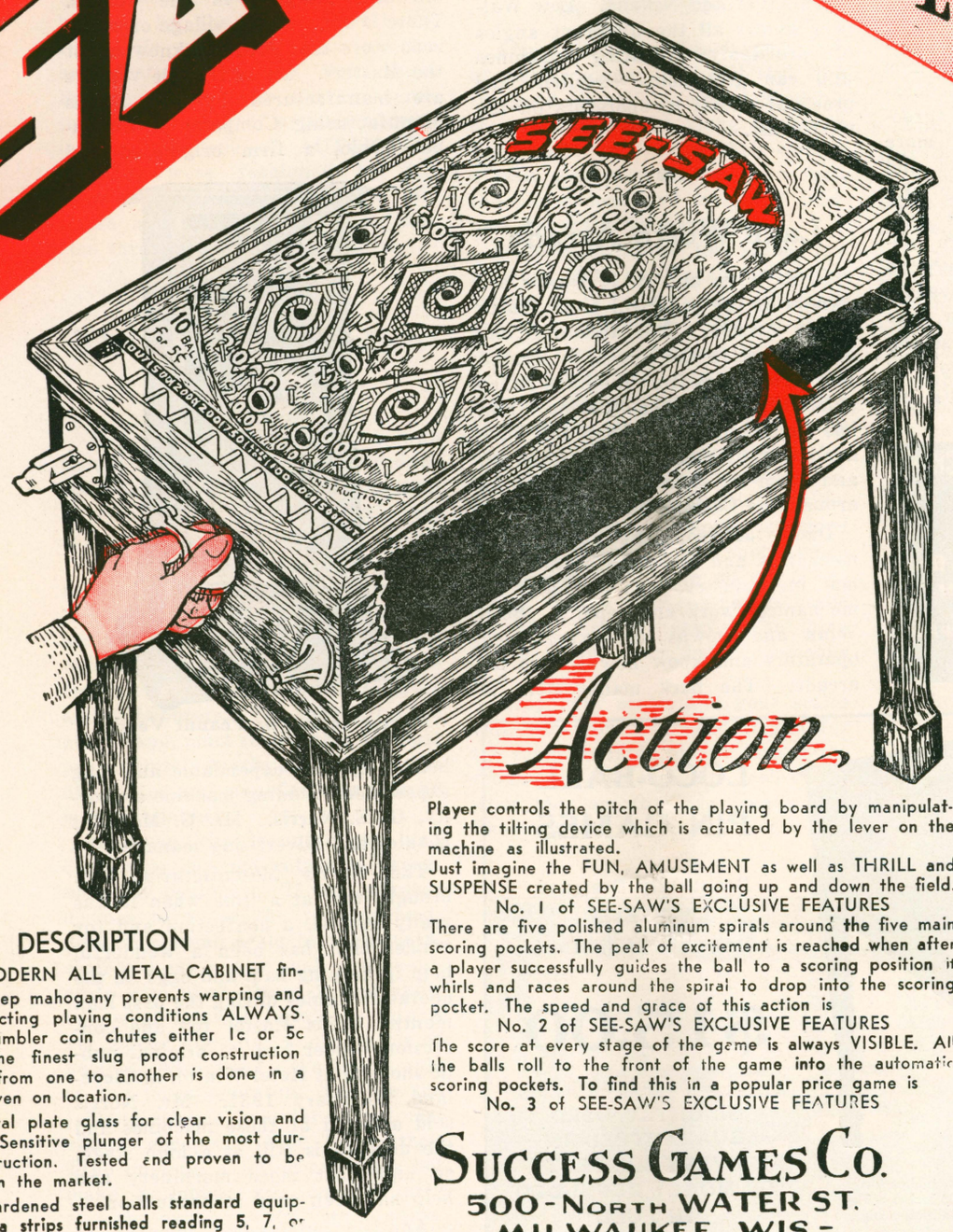
MONEY BACK GUARANTEE

Try SEE-SAW for 7 days. If it doesn't outplay and outearn any and all previous records (or for any reason you need not mention) KEEP THE MONEY IT HAS EARNED. RETURN IT, charges prepaid, and we will refund in full your entire purchase price at once.

WITH ACTION

SEE-SAW

SUPER SUSPENSE



Action

Player controls the pitch of the playing board by manipulating the tilting device which is actuated by the lever on the machine as illustrated.

Just imagine the FUN, AMUSEMENT as well as THRILL and SUSPENSE created by the ball going up and down the field.

No. 1 of SEE-SAW'S EXCLUSIVE FEATURES

There are five polished aluminum spirals around the five main scoring pockets. The peak of excitement is reached when after a player successfully guides the ball to a scoring position it whirls and races around the spiral to drop into the scoring pocket. The speed and grace of this action is

No. 2 of SEE-SAW'S EXCLUSIVE FEATURES

The score at every stage of the game is always VISIBLE. All the balls roll to the front of the game into the automatic scoring pockets. To find this in a popular price game is

No. 3 of SEE-SAW'S EXCLUSIVE FEATURES

DESCRIPTION

ULTRA MODERN ALL METAL CABINET finished in deep mahogany prevents warping and insures exacting playing conditions ALWAYS. Multiple tumbler coin chutes either 1c or 5c play of the finest slug proof construction Switching from one to another is done in a moment, even on location.

Thick Crystal plate glass for clear vision and long life. Sensitive plunger of the most durable construction. Tested and proven to be the best on the market.

10 case hardened steel balls standard equipment. Extra strips furnished reading 5, 7, or 10 balls for 1c or 5c.

SUCCESS GAMES CO.
500-NORTH WATER ST.
MILWAUKEE, WIS.-

Sole Manufacturers and Originators of the "SEE-SAW" Principle

Louis Walcher Takes Over West Coast

Distribution of Empire Vendor and Skill Shot Machines Manufactured by D. Robbins & Co., Brooklyn

It's a small world after all. Fifteen years ago, Louis Walcher and David Robbins were operating peanut machine routes in New York City. At that time, Dave Robbins was using a horse and buggy to service his route and hired the buggy by the week whereas Lew would hire his by the day. Both of these men would often meet at the same locations. They had a working agreement not to offer the merchant more than 25 per cent commission and both of them made big money with their machines. Today, Dave Robbins is proprietor of the large jobbing and manufacturing enterprise conducted at 1141 DeKalb avenue, Brooklyn, N. Y. Lew Walcher, who worked his way to the coast selling routes of vending machines to new operators (and selling plenty of them) has now made his home in San Francisco and is conducting a jobbing business at 1114 Buchanan street under the title of the Advance Automatic Sales Co. Both of these men now again have a working agreement whereby the Advance Automatic Sales Co. are carrying a large stock of Empire Vendors and Skill Shots so that they can make immediate delivery at factory prices to operators in California, Oregon, Washington and Nevada. Lew Walcher knows all the different angles of profitably operating machines and can give some excellent and practical advice to operators on the west coast.

●

Lake Worth Arcade

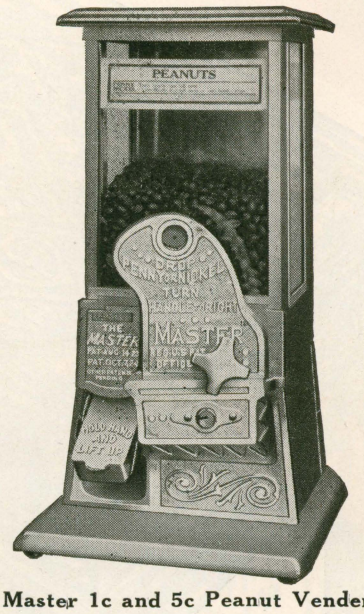
C. E. Winn and H. P. Downs are owners of the beautiful Lake Worth Penny Arcade. This arcade is one of the best in the South, is located just a few steps from the huge dance palace known as the "Casino," and has ample openings. They also have a number of machines, scattered up and down the board-walk as well as around the Casino dance palace.

Daddy Johnson, one of the best mechanics and inventors of the coin machine industry, is in charge of all mechanical work and repairs. Both Winn and Downs are experienced operators and know how to run an arcade. The park management is highly pleased with their efforts and it looks like the boys will have a good season.

●

"Masters"

From the Atlantic to the Pacific, up in Canada and down in South America, Master vending machines are working silently for their owners and bringing in the dollars. There is not a city, a village or cross-road store that does not know about the Masters. These reliable venders are manufactured by the Norris Manufacturing Company of Columbus, Ohio, a firm originated and



Master 1c and 5c Peanut Vender

headed by that dependable and long experienced vending machine authority, G. E. Norris. Mr. G. M. Hunt is sales and advertising manager.

The Norris Manufacturing Co. brought out, at a time when it was really needed, a confection and toy vender that has been a wonderful help in keeping ham and eggs on the operators' tables during the past lean months. This Master toy and confection vender had its original public showing at Hotel Winton in Cleveland, February 1931. Mr. Norris sold a world of these machines and the demand is still at a high stage, so high that more machinery and help has been used in production.

Another outstanding member of the Master family is the Master 1c and 5c peanut vender, a photo of which is shown in this column. This little wonder money maker is a real winner and will be with us long after the Roosevelt Dam has washed away.

FREE PIN BOARD SLOT MACHINE circulars. Lowest prices see these before buying.
POOL TABLES
$10.00 Each, one free with five.
One-half cash with order.
Balance C. O. D.
THE VENDING MACHINE COMPANY
205-11 Franklin Street
Fayetteville, N. C.

LOCO-BALL PIN GAMES

Beautifully Designed
Well Built
A.B.T. Triple Coin Device

$15.00

SLIGHTLY USED GUARANTEED IN EVERY RESPECT OR MONEY REFUNDED IN FULL

37 inches long
18 inches wide
38 inches high

10 Balls For 5c

Texas Coin Machine Co.
1712 Eighth Avenue Fort Worth, Texas

See Our Ad on Page 18

Wm. Gersh Goes Over to New York City Agency

Mr. Wm. Gersh, who for some time has been New York City representative for the Automatic Age, of Chicago, Ill., has left that concern and has lined up with Byrd, Richard & Pound advertising agency of New York City.

Mr. Gersh will have charge of the coin machine advertising business handled by the above advertising firm. He will handle news articles and features for the New York, Brooklyn and other Eastern territory. A number of articles appearing in this issue of AUTOMATIC WORLD were fashioned by Mr. Gersh. This journal wishes Mr. Gersh and his company much success through their united efforts.

●

The Jobbing Situation

By FRANK LUKUS

A lot is being said about who should be considered a real dyed-in-the-wool jobber, so I might as well have my little say—so here's my speech, take it or leave it.

The jobber is necessary and has become one of the strongest links in the coin machine industry. The day has arrived for the jobber. His welfare must be respected and it will be respected by all wise manufacturers and distributors. The jobber, on the other hand, must realize that he must prove himself worthy and show to the distributor and manufacturer that he is a real jobber.

However, the manufacturer and distributor can not refuse to recognize the beginner. If an operator decides to enter the jobbing business on a small scale to begin with, shall you say no! or shall you co-operate with him? How do you know but what he will terminate into a big jobber some day and do a lot of business with you? It's no trouble to run down operators that use the jobbing scheme in order to get machines cheaper. You know that. True enough, a letterhead does not make a jobber nor does it give enough evidence that the writer should be given jobbers prices. Investigate, if he is really trying to break into the jobbing game, encourage him and sell him machines.

Exclusiveness is another feature that must be respected by distributors and manufacturers. You would not want to allow two jobbers to handle your products in the same territory. This would never do unless the territory is large. If the territory is large and there is ample room for two or more jobbers, then let the best man win. That's fair.

●

Scales

By FRED SMOOT

After all the pell-mell and rush of marble games, one will still find the good old reliable and dependable scale working right along taking in the pennies and paying their owners a neat sum every month. In fact, the pin games have increased business for scales in many spots.

Outside locations for scales are growing. The small scales create an attraction in many store entrances and various lobbies. Window shoppers are becoming great patrons for penny scales and outside spots are making plenty money. Merchants everywhere are anxious for scales and one class of location that is being neglected is the grocery store. The grocery store, especially wide-awake neighborhood stores, is a good spot for scales. These spots, when scales cost $400 were no good, but today, when a scale can be purchased for $35, they are okay. The thing to do is get them before someone else does.

Keep your scales and your scales will keep you is a good slogan for the scale operator today. Taxes are seldom in evidence on scales and when they are they are usually low. They require one call a month, except for repairs, and can go two months but this is not advisable. Scales will catch enough nickels and dimes to off-set any slugs that might be played in them. Especially outside locations. Be sure that the scale you buy has a coin chute that will take a nickel. That's my advice.

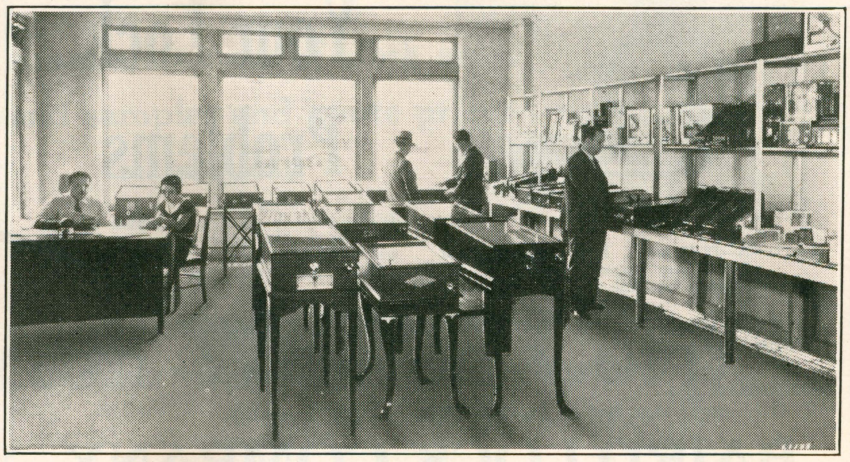
●

COIN MACHINES LEGAL IN CANADA; VANCOUVER ORDINANCE REPEALED

Vancouver, B. C.—Following the May decision of the Supreme Court of Canada that coin machines are legal, the Vancouver City Council decided Thursday to repeal the by-law prohibiting the operation of such devices. It is Council's intention, however, to appy to the Legislative Assembly of British Columbia for power to amend the city charter to enable it to regulate and discriminate between the various coin and slot machine devices.

City Solicitor J. B. Williams stated that the city's action at the moment was ultra vires—that it could take no action until it has secured power from the legislature.

The Dominion Specialty Company of Vancouver, which operates for the most part the coin machine business in this city and the lower mainland, has been responsible for carrying to a test litigation to the Supreme Court of Canada to obtain this decision, thus clearing the air for the coin-machine business throughout the Dominion.



Photograph shows partial view of W. J. C. Vending Company's new showroom at 167 Canal street, New York. Mr. Jim Cante, owner of all four branches of the W. J. C. Vending Company, is shown seated at the desk.

HELPFUL HINTS FOR OPERATORS

(Continued from Page 17)

on the green and also on the red rings as the color of the circle identifies the first selection and an immediate selection of the right key at the right time is a great time saver, as well as a great help.

We all know the less time we take in opening a machine the more time it can be played, and this means more money to the operator. You will be surprised how little time it will take on your regular rounds to mark your locks and keys, and when once marked you will realize what a great help instant identification of your keys really mean to you. Some operators have tried marking their locks with the numbers that are on the key. This is unsatisfactory, as well as very dangerous, for when the number of the key is known most anyone can secure a key for the lock. That way the lock offers no safety.

If you have to purchase new paints or colors, I would suggest buying very small cans of quick drying lacquer. The cost is about ten cents per can at the five and ten-cent stores. A small water color paint brush will serve the purpose nicely. You can have a seven-color combination for the sum total of about seventy-five cents. This will easily and simply identify over 300 different locks and keys.

●

Prices Slashed

"POKETTE INSERTS," $3.00 each—fits Ballyhoo, Favorite and Oh Yeah. This insert is beautiful, perfect and a real producer. Do not fail to try at least one. Money refunded if not satisfied.

DRILLED GUM at unheard of prices. Save money now. Three sets for $9.00, 1,200 to set. Get on something real hot—the famouse Race Horse sets; also baseball and numbered sets. Sets made to any requirements. Sets of 250 balls for Lohmuller machines, 75c each. Write for low prices on drilled gum.

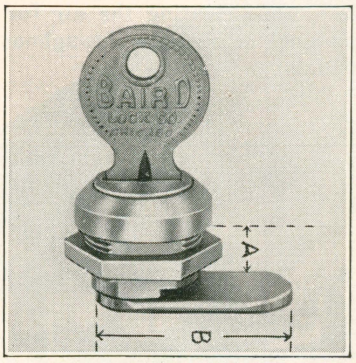
USED MACHINES—Specials on slightly used machines. Bingos, $7.00 each; Baffle Balls, $8.00 each; Play Boy, $8.00 each; Ballas, $8.00 each; Pokettes, $8.00 each; A. B. T. Dutch Pool, $9.00; A. B. T. Pool Tables, $9.00 each; A. B. T. Pistol Targets, $4.50 each; Mills Pin Targets, $4.00 each; Columbus Peanut Venders, $4.00 each.

ONE-THIRD DEPOSIT MUST ACCOMPANY ALL ORDERS

WANTED—Advance Model D's and 5c E. Z. Ball Gum Venders

SOUTHERN AUTOMATIC SALES CO.

542 South Second Street **Louisville, Ky.**



No. 71—A—13-32 in. B—1 1-4 in. overall
Lever any length desired.
Barrel has one flat side.

Let Baird Solve Your Lock Problems

We specialize in coin machine locks. Give us an idea of what you need, and we will meet your requirements with a lock which will give you real protection.

Your machine profits are only as safe as the locks on your machine.

We protect your interests—our key codes have never been sold to locksmiths.

Our engineers are at your service—write us today.

BAIRD LOCK COMPANY

216 W. ONTARIO STREET **CHICAGO, ILL.**

New Organization Formed

An outstanding event in coin machinesdom is that of the newly formed organization known as American Sales Corporation. This new firm, whose sole aim is to build and sell quality games, is headed by the following leaders of the coin machine industry. Lee S. Jones, vice-president, and Walter A. Tratsch, W. G. Gray, A. H. Bechtol, C. D. Odom and Lee S. Jones directors. The firm's address is 936 Wrightwood avenue, Chicago, Ill., and their phone is Buckingham 2482.

The policy of the corporation, according to Mr. Jones, will be to select and offer to operators four or five of the best types of amusement games available. Only high-grade devices will be offered to the trade, and every machine handled must pass the careful inspection and judgment of these men who know coin machines. "We know that there will be a wave of selling low-priced, cheap devices especially this summer," said Mr. Jones, "but the permanent slant of the trade is upward and the real operator wants high-grade machines, for that is the only kind that will put stability into operating. The names of the men in this corporation are a guarantee to every operator that his problems are understood and that he will be given full co-operation."

The firm has already moved into what are no doubt the most attractive and spacious office and display rooms in the trade.

AUTOMATIC WORLD joins with the entire coin machine craft in wishing these men a huge success in their undertakings.

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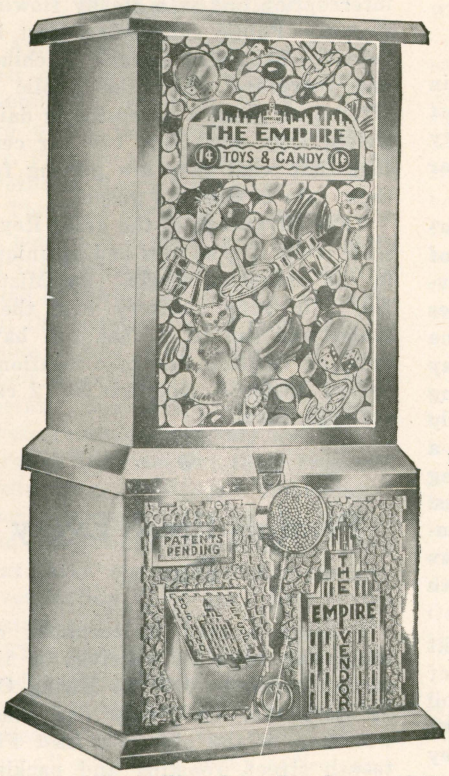
Some people have tact, others tell the truth.

TWO EXCEPTIONAL PROFIT PRODUCING MACHINES



EMPIRE VENDOR!

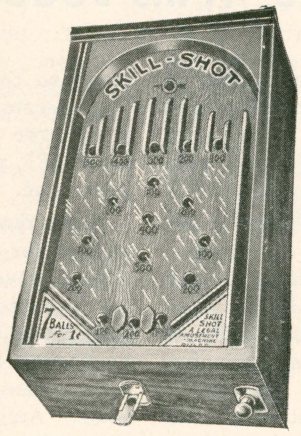
Modern design, beautiful chromium finish. Patented anti-jamming device permits vending in same machine of over 15 different items such as candy and toys, roasted almonds, pistachio nuts, ball gum, etc.

Empire Vendors are built for operators who want the best in automatic merchandisers, to enable them to get the choicest locations. Simple, unique coin slot rejects all commonly used slugs and washers.

DIFFERENT MODELS

EMPIRE NUT VENDOR (As Illustrated)
Empire 1-2-3 Ball Gum Vendor vends 6 balls for 3 cents.
Empire Bubble Gum Vendor, for 1 inch or ¾ inch gum.
Empire Hot Nut Vendor.

ALL EMPIRES obtainable with 1c or 5c coin slots.



Size 15x30 inches

SKILL SHOT!

A machine with plenty of "play appeal." Many SKILL SHOT machines are now grossing $10 to $30 weekly. High grade walnut finished cabinet. Triple dog "gyp-proof" coin slot. Sensitive plunger. A real game of SKILL!

New Low Prices
Sample $13.50
Five or more, $12.50 ea.
Metal Stands, $1.50 ea.

STEADY PROFITS WITH EMPIRE!

Get started on the road to steady profits with a "chain" of Empire Vendors. Let the income you will earn week after week from your Empire Vendors be your insurance policy for sure profits—and put SKILL SHOTS into your active amusement locations. Both EMPIRES and SKILL SHOTS will show you the way to a larger income!

OPERATORS!

Write at Once for Low Quantity Prices!

D. ROBBINS & CO. MFRS. 1141 W. DeKalb Ave. B'klyn, N. Y.

West Coast Distributor: ADVANCE AUTOMATIC SALES CO., 1114 Buchanan St., San Francisco, Cal.

Billiard Cloth

10 Different Grades

To Choose From

We are manufacturers of cloth only.
Will send samples and quote prices on request.

The Saxton Woolen Corp.

NORWICH, CONN.

Royal Scale Wins Jobbers' Praise

THIS miniature scale coming in so late into the industry and yet being offered at a price never before attempted, not only has created a sensation but now wins the acclaim and the applause of the jobbers themselves.

The operators who have placed Royals on location were in the main satisfied with the stand-up ability of the scale itself. In the beginning there were a few that had to be rushed out which did not meet with 100 per cent approval of the makers nor were the operators afraid to take them out as they realized that a five-year guarantee meant quite a bit in this industry.

Royal are teaching their operators that though they have so manufactured their scale as to cut down the amount of adjustment necessary in most scales they also feel that the operator should pay more attention to the appearance as well as weight adjustment in a scale. That is an all-important factor and too easily overlooked by the man who is much more interested in collections than in the scale itself.

Operators should realize that scales are not novelty equipment. They go on for years and years. There is no scale which has yet been manufactured which can be said to be 100 per cent perfect. To further the scale's money earning powers the operator himself should see to it that it is kept clean, washed clean, not just rubbed over with a dry rag, and that the weight is right.

These few operations are so easy that it is almost sad that in this day and age of advanced operating a manufacturer feels he has to make these statements to the operator. The experienced scale operator has learned that keeping scales clean is one of their greatest assets. Any old time scale man will tell you that 90 per cent of the value in scales is the service which is given them. These pointers should be remembered by all operators.

Most important the operator today has an outstanding opportunity with Royal scales. The reasons are plentiful. Labor is much cheaper. Materials are down to the lowest of the low. Rent is cheap. Hundreds of other necessities have been lowered to meet conditions. Therefore the Royal scale was able to be manufactured so that it could be placed in the operator's hands for the lowest price ever yet placed on a quality scale, $35, with an absolute five-year guarantee.

Since the Royal scale can be purchased for just about the price of a good novelty machine and yet every operator in the world realizes that it will outlast a novelty machine by at least 20 years, he should today take advantage of these outstanding facts. An operator can start easily today and should start placing a route of Royal scales as he goes along on the profits of his novelty games. For then alone will he have an investment which will endure for years and which will have been created with the profits of machine surplus.

Royal scales are built right—built differently from the average run of scales. They have no leaky oil pumps, instead the most expensive graphite pumps, which means they can be tipped upside down and no harm will come to them. They are adjustable on one spring and that means an operator will not have to waste many precious minutes adjusting them.

They are entirely of attractive porcelain enamel. All parts are interchangeable just like on automobiles. They have a system of weight leverage which has been officially tested and approved.

The manufacturers are willing to stake their entire capital and reputation on the Royal scale and they are men well experienced in scale manufacture as well as operation.

The furtherance of scales is in the fact that the public is weight conscious. It is flung from the stage in jokes and it is used in practice. Doctors have recommended daily weight as one infallible method of checking the health of a person. Scientists have furthered this with daily statements in newspapers which acclaim weight practice as an absolute necessity.

The operator who will service his machines and not be so interested in the pennies at first will find that as the public confidence increases for his scales that the pennies will roll in of their own accord. That is the way of all business.

Every large business house in your city practices first — the theory that service to the customer is most essential. After that they realize that the money will come in without interruption and in a steady flowing stream. Public confidence must be gained. Even with novelty machines and therefore when the public is offered so great a necessity as daily weight they must feel 100 per cent sure that what they are getting for their coin is absolute gospel.

Take advantage of the great Royal scale while it is so new and so unique in the operating world. Be Mister No. 1 in your territory with these scales and see to it that you have them on location, the best locations, before Mister Competitor No. 2 can get into them.

●

Peanuts Fresh Every Day

Peanuts roasted in cocoanut oil same day order is received is the service offered by F. C. Ewing Co. of Fort Worth. Every day finds workmen at the plant on East Fifteenth street, roasting and packing these healthy nuts. The F. C. Ewing Co. report good business. They are jobbers of various machines and are doing a lot toward building a larger coin machine industry. They have an exhibit booth located in the Fort Worth Manufacturers Exhibit building, displaying coin machines and products. When visiting these exhibit rooms, coming across the F. C. Ewing Company's booth, reminds one of our coin machine shows.

●

90 DAYS FOR 90 CENTS

Springfield, Mo.—Cent a day is sentence given for theft. Ninety days in jail for a 90 cent theft was the punishment assessed Earl May, 28, by Judge M. A. Dodd of Municipal Court. He pleaded guilty to charges of obtaining merchandise from vending machines by using slugs.—Wichita Daily Eagle.

If Jackpot Bells or Venders are operating in your City or County, write us immediately. We have 1000 machines to lease. Give complete information first letter as to kind of machines running, number of locations you can secure, your age, references, etc. Make good money with a route of machines.

THE VENDING MACHINE COMPANY
205-11 Franklin Street Fayetteville, N. C.

A Jobber Who Believes in Reliability

Amusement Coin Machine Co. have just opened offices at 62 Kingston avenue, in Brooklyn, N. Y. These are under the careful attention of Mr. Packard and the two Greenbaum brothers, Morris and Harry.

They are carrying a complete line of machines in stock and have entered the business with the intention in mind of having all operators throughout the country regard them as a reliable house with which to deal. Their slogan reads "To be a reliable operator, deal with a reliable jobber." These gentlemen are very well known through the East for their fine and upstanding business connections. Their references are of the highest and they want to assure all men that these are at all times open to investigation by any prospective customers.

They have the new type of jobbing headquarters which are becoming so popular in the industry. Light outer offices, "open to the public showrooms," a private inner office, and a repair and stock department in the rear.

These men have had some interesting experiences with pin games and are therefore in a position to assure all buyers that the pin games they recommend will be found to be money-makers.

All these gentlement ask is a trial. They start off with a great and sensational introductory deal which will interest many men and feel that operators will like their method of doing business right from the start.

●

That Traveling Man From Flatbush

If you haven't yet met him—you should. He is one of the characters in this industry from that cute little mustache adorning the upper part of his lip to the pearly grey spats on his shoes. Here in Brooklyn they call him Dapper Dan—the traveling man. Since we've gone into some lengthy description already let's finish it by giving you his name—Nat Lehman, traveling manager of the Flatbush Gum Co.

Nat has a remarkable knowledge of this industry from the days when it required detective ability to trace out operators. It is said that operator's names were then but mentioned behind the hand and close to the ear, with a quick glance over one's shoulder and then a flirt of the arm—a wink—and leave.

From those trying days for a salesman trying to sell to operators to these days when one salesman isn't sufficient to cover some of the cities—so fast have jobbers increased. Nat has his own cute ways. (We hope he likes the word cute). As far as he is concerned the industry has grown so fast that many of the old faces he used to know have disappeared. But Nat goes on and on.

You may meet with him in Buffalo or Chicago or Detroit or Baltimore or perhaps in the Congressional Library at Washington. But if you hear he's in town we suggest that you get in touch with him for you'll hear some tales of the time when this industry was young and grandmother still wore petticoats. It's fascinating, and it's entertaining, so remember Dapper Dan Nat Lehman the Flatbush traveling man.

●

See-Saw Is Success Game Company's New Offering

The Success Games Company of Milwaukee, are offering in this issue their new "See-Saw" game. See their attractive two-page spread advertisement, study the features of this new winner and order your sample machine right out.

Mr. H. L. Krass, who was sales-manager for the famous Hoot-Mon golf game that was manufactured by the Popular Games Co., is the sole owner of the Success firm. Mr. Kress says, "See-Saw is a radical departure from the average pin games and is reviving interest tremendously."

●

Here's a Good Idea for Pin Game Operators

Mr. A. Duffield Schaeffer, of the American Chewing Products Corporation, Newark, N. J., advances a thought that is well placed, timely and practical.

Mr. Schaeffer suggests the giving of a package of gum with every play on 5c pin games. A good idea, you'll admit. We quote below Mr. Schaeffer:

"There are quite a number of operators of 5c table pin boards, marble and other 5c novelty table games and cabinets, who have been using premiums to stimulate interest in their devices.

We have been recently selling our Lucky Clover brand five-stick package of standard size chewing gum to operators of the 5c pin machines and 5c tables. They give a package of this gum, which costs them approximately 1c, to each player of the machine. That is, for every 5c the machine takes in, they give away a little over 1c worth of gum. Some operators do this to get around legal obstacles and to put their machines on a legitimate basis. This is something worth while metioning. The quality of the Lucky Clover stick gum is equal to the very finest and the special price to the operators permit them to use this gum for the purpose stated. If you want further particulars, we shall be glad to supply them to you."

●

THUMBNAIL NEWS ITEMS

Babe Ruth, that Yankee slugger, is a real pin game player. Recently while playing a pin game in the lobby of a hotel where the Yankees were quartered, the Babe made three high scores. Lou Gehrig did not do so well.

* * *

The Hercules Novelty Company of Chicago have enlarged their factory by 30,000 square feet.

* * *

Efforts are being made to secure the rights to operate a pin game arcade on the Jackson Park bathing beach, Chicago.

* * *

St. Paul may have a Coney Island just like the big joy grounds out of New York City. Plans are under way.

* * *

Coin machine operators are watching the highways. Many good spots are opening up along the muchly traveled roads.

* * *

Get ready for the big coin show in 1933.

* * *

Reports are to the effect that the Indoor Games Company of Cincinnati are moving their factory and business to Chicago.

* * *

E. L. Wenzel, the master mind of R-U-M-B-A, is very busy these days producing this winning sensation.

Out of the Mail Bag

Our Readers Buy Machines and Products

Automatic World,
120 St. Louis Ave.,
Fort Worth, Texas.

I want to take this pleasure in thanking you for your kindness in giving me the name and address of a certain vending machine company which I wrote you about a few days ago. I have given the firm an order for three (3) new machines. I also thank you for the name you gave me some time ago regarding where I could buy a certain ball gum. Both of these firms carry ads in your AUTOMATIC WORLD.

Anything you want to buy or know, look in the AUTOMATIC WORLD. The information you gave in regards to where I could buy this certain vending machine was worth five times, to me, what the AUTOMATIC WORLD cost per year.

Business is holding up pretty good with me and my vending machine business is good, regardless of the depression.

Yours very truly,
H. S. JOHNSON,
(Okla., June 6.)

Wants Novelties

Automatic World,
120 St. Louis Ave.,
Fort Worth, Texas.

Would you please send me the addresses of novelty firms? Particularly do I want novelties for parks, etc., such as Sponge Ball, horns, jewelry, etc. Thanking you in advance, I am,

Yours very truly,
J. S. KRICK,
(Pa., May 11.)

* * *

Look at This, Will You?

Automatic World,
120 St. Louis, Ave.,
Fort Worth, Texas.

Will you kindly send me the name and address of makers of the Whirl-Wind 1c machines, and oblige?

Yours very truly,
SHARP SMITH,
(Mo., May 19).

* * *

A Telegram From New York City

Automatic World,
120 St. Louis Ave.,
Fort Worth, Texas.

Wishing you every success in your enterprises and sincerely hoping your circulation reaches a million of 'em, a million of 'em.

MODERN VENDING CO.,
New York City, June 3.)

JACK-POT PIN TABLES

Our supreme effort in pin tables—a beautiful ,solid walnut table 15x30 inches, complete with turned legs, white rubber covered nails, triple-dog slug proof coin chute, whiffle type pin board—and CONCEALED jack-pot which automatically trips when hit. Jack-pot holds $10 in nickels with positive overflow. Every sixth coin enters jack-pot.

PRICES—SAMPLE, $45.00. LOTS OF FIVE, $42.50. LOTS OF TEN, $39.50

Jack-Pot Attachment for All Tables

Make your old game over into an automatic jack pot table. Fits absolutely any small or large table ever made. Every fifth coin enters jack-pot which automaticaly trips when hit. COMPLETE with triple dog coin chute. Nothing to buy—fits in a jiffy. Operator's Price: $15. Quantity prices on request.

HURRY—WRITE—WIRE—BE FIRST

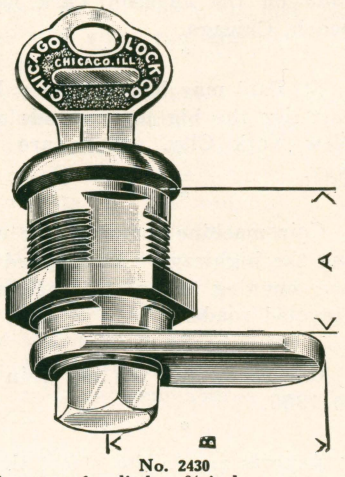
Made By

THE FIELD MFG. CORP.
PEORIA, ILLINOIS

Protect Operators Profits With

CHICAGO Locks

All Code Numbers Kept Secret on Coin Operated Machines



No. 2430
Diameter of cylinder, ¾-inch.
Dimension "A," 13-16-inch.
Dimension "B," 1⅛-inch.

The CHICAGO lock is patented and has a different principle than others—spring operated tumblers when locked, and positive key operated when unlocked.

It has a solid brass plug with eleven nickel silver tumblers using two-sided key which throws tumblers in a double locking position.

Let us help you design a special lock for your particular needs. Send us blue print or sample lock. We can be of service to you.

CHICAGO LOCK CO. 2024 N. Racine Ave. CHICAGO, ILL.

EXCISE TAX COMING UP

A government excise tax will be levied on machines, classed as games, such as jackpots, pin games, pool tables, etc. We understand this tax will be 10 per cent of selling price of each machine.

This tax is to be added to machines on and after June 21, according to reports reaching the offices of AUTOMATIC WORLD.

O. D. JENNINGS OFFERS NEW SILENT MACHINE

"Quiet as a desert night," is the way O. D. Jennings & Company expresses the action of their new Victoria Silent. In their June Tips and Topics magazine they have carried out a very unique and beautiful effect, showing the quiet desert while wrapped in the arms of night. Stars are twinkling, the camels are resting with their riders sleeping. Not a sound, all quiet—that's the way of their Victoria Silent.

Out of the maze of games . . . flashing into the lead . . . comes the "Skill-master" of all! It is new . . . alive . . . a game that dares to be different.

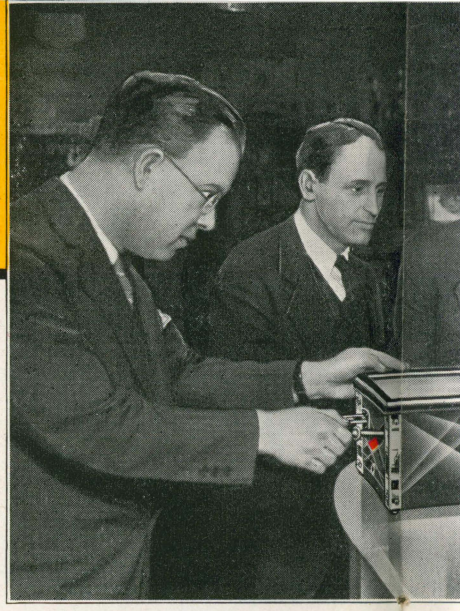
"**SCRAM!**" leads the play into bigger, faster profits . . . never anything like it before!

Get going today with . . .

SCRAM!

Faster play ○ Faster profits

Grips 'em -



as no game ever did before!

SCRAM is as fresh and new as tomorrow's newspaper—yet it has behind it the most careful research and convincing proofs of earning power that ever went before the announcement of any game.

This result didn't just happen. It is the logical outcome of careful study—of combining every element that will make a game successful after proving by actual test, each principle before finally adopting it.

A Tested and Proved Earning Power

"SCRAM" therefore is a game so different—it stands apart. In tests, conducted throughout representative parts of the country, it has shown ability to charm people of all ages and classes.

"SCRAM" stands alone. Competing games placed beside it do not interfere with its power to attract and earn profits. Because "SCRAM" is fully patented, it recognizes no rival. Its quick, lightning-like play is all upon the board. No slow-acting elevator or lifting device is used. Scram is different—new—unique. Yet no words can describe its full action, its beauty, its power to draw the player.

WEIGH these points carefully—and remember only "SCRAM" can have them because it is fully protected by United States patents.

1. Faster play—meaning also faster profits. There's nothing slow about "SCRAM."
2. A game of positive skill. No jungle of pins and trays to detract or worry the player. The player gets quick action in direct proportion to his skill.
3. Simple, trouble free mechanism. The A. B. T. Multiple Coin Chute says "No" to slugs, toothpicks, etc. There are no mechanical "Ifs" about "SCRAM."
4. Alluring beauty—built to last. The playing field is gay vermilion set off by silver edges—a happy setting for the powder blue marbles. The cabinet is of Seeburg craftsmanship, designed in a live, modernistic pattern of silver, black and contrasting tone of red. Plated metal corners complete the unusual and beautiful color scheme.
5. Revolutionary type of plunger—faster than any method known. Extremely sensitive to the touch and at all times absolutely uniform in action. Swift, silent and sure.

"SCRAM" has corralled all the features too many games lack. Plenty of variety—exactly the right action and just enough of that elusive appeal that grabs into your game playing instinct and won't turn loose. Fast play—continuous play—big pay—that's "SCRAM."

You Will Eventually Come to It--Act Now--Buy

SCRAM!

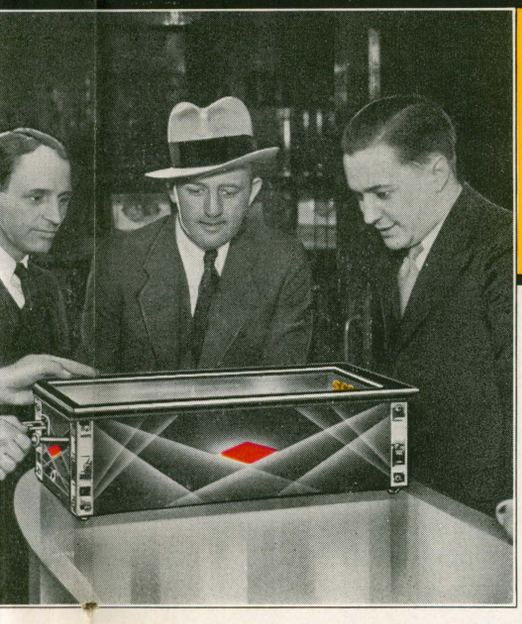
for BIGGER *Profits!*

ORDER TO-DAY

Manufactured by

A. B. T. MFG. CO., Inc.
3311-19 Carroll Avenue
CHICAGO, ILL.

J. P. SEEBURG CORP.
1500-24 Dayton Street
CHICAGO, ILL.



-holds'em!

SCRAM!

U. S. PAT. 1,772,006 - OTHERS PENDING

100 0 200 300 400 500

DIRECTIONS

OVER-ALL DIMENSIONS:
22″ long x 10½″ wide x 6″ high

Stand unnecessary because of size. If desired, black enamel metal stand $1.50.

Shipping Weight 16 lbs.

Sample $17.50

Terms: ⅓ Down—Balance C. O. D.
Prices Net f. o. b. Chicago
U. S. Excise Tax Extra

QUANTITY PRICES
Lots of three $44.00; Lots of ten $140; Lots of fifty $625.00

3 Forces MADE SCRAM Possible

1.

"SCRAM!" is a game with a background and a history. The game was created and patented by an eminent engineer, General Thomas S. Hutchison, whose engineering genius has been recognized by the United States and many foreign governments. Into the field of games, General Hutchison brought both an engineer's analysis and an inherent love of games. During his commendable service as soldier and engineer during the Spanish-American, Balkan and World Wars, General Hutchison has had an excellent opportunity to study and compare the appealing elements of the interesting and widely different games of many countries.

The principles that appealed to him in the many games he has studied, were weighed, compared, and accepted or rejected, until finally "SCRAM!" took finished form in his laboratories.

2.

The A. B. T. Manufacturing Company, well-known to all for the famous triple tumbler coin devices and other game successes it produces, was quick to see that "SCRAM!" deserved nation-wide distribution. Accordingly, to meet the ever-increasing demand, the A. B. T. Manufacturing Company took over the production of "SCRAM!"—a positive assurance of mechanical perfection, and quality in every detail.

3.

The J. P. SEEBURG CORPORATION, makers of coin-operated musical instruments, pianos, organs, amusement games, and other quality products, brings SEEBURG master-craftsmanship into the building of "SCRAM!" Known the world over for their distinctive cabinet work and design, they have added special SEEBURG features to make it sturdy and fine in appearance. With such a background, "SCRAM!" is bound to talk your language . . . the language of profit—convincingly plain.

ORDER TODAY

SCRAM!

A Game that dares to be different

Two Games for 5c

POSITIVELY BRINGS BACK OLD LOCATIONS

Operators Say . . . .

There is always a crowd around the De Luxe Twins. Bringing in a steady flow of nickels, week after week; Nickels that quickly mount into dollars.

Old time operators who have placed De Luxe Twins on location, are astounded at the remarkable results it has produced.

THE DE LUXE TWINS

Real money makers ball released at playing level. Years ahead of competition. Life time service. Locations everywhere. Wire.

Breaks all records for sustained play. Is the greatest money maker of all time.

Don't Wait But Wire, Phone or Write Today

CABINET BEAUTIFULLY FINISHED BROWN WALNUT

SIZE: Width 32 in. Length 38 in.

PRICE $75.00

Special Prices to Operators

F. O. B. San Antonio, Texas
TERMS: 1-3 DEPOSIT WITH ORDER
BALANCE C. O. D.

Immediate Shipments

MANUFACTURED BY

De Luxe Amusement Company

Phone Crockett 708

708 Milam Bldg. **San Antonio, Texas**

Again . . . . Flatbush Leads the Field

RAINBOW PEANUTS!

9c *per Pound*

FREIGHT ALLOWED UP TO $1.00 PER CWT.

TO DEAL WITH FLATBUSH MEANS TO SAVE MONEY. Prices are always the lowest. Quality always the highest. This is not a boast but a proven factor after many years of experience in the vending field. Ask any operator who buys his merchandise from FLATBUSH and he will tell you the same.

GET A PLEASANT SURPRISE
WRITE FOR THE NEW

Low Prices on

HARD SHELL PAN CONFECTIONS

All FLATBUSH products are of SUPERIOR QUALITY, DELICIOUS FLAVORS and all of them have that attractive famous FLATBUSH polish. You can't go wrong when you order your supplies from FLATBUSH. Only the BEST materials are used in the manufacture of every product.

SPECIAL LOW PRICES NOW ON

PENNY KING REGINA and SPECIAL BALL GUM

Full Freight Allowed in U. S. A.

WE KNOW WHAT THE OPERATOR NEEDS. BECAUSE . . . WE SPECIALIZE ONLY IN THE MANUFACTURE OF MERCHANDISE FOR VENDING MACHINES EXCLUSIVELY. Don't run around the country looking for prices when the best is right in your own back yard.

FLATBUSH GUM COMPANY, Inc.

230 Thirty-Sixth Street **Brooklyn, N. Y.**

ELGIN WATCHES

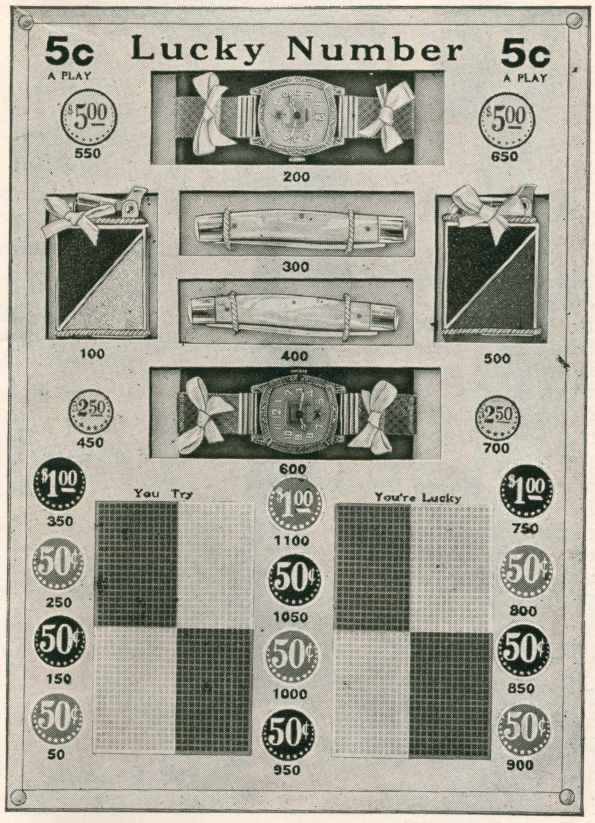
Operators and premium users will profit by having our prices on watches and other novelties. Our new sales plan allows you to buy the exact items you need at the lowest wholesale prices. We also offer you a new service which has never before been offered and which will pay you to invstigate.

Associated Sales Agency

108-A North 17th Street
BIRMINGHAM, ALABAMA

Here's proof our prices are right! The board shown to the right can be had complete for a price of

$9.55



The Laughing Gallery

"What, you are going to marry Mr. So and So?"

"Yes."

"But don't you know he has done five years in prison?"

"Oh, the rascal! He told me three."

* * *

Father—"Yes, my boy, I'm a self-made man."

Son—"Gee, Pop, that's what I admire about you. You always take the blame for everything."

* * *

A farmer was passing the insane asylum with a load of fertilizer. An inmate called through the fence, "What are you hauling?"

"Fertilizer," replied the farmer.

"What are you going to do with it?"

"Put it on my strawberries," reported the farmer.

The inmate countered quickly: "You ought to live here. We get cream on ours."

* * *

Maw and Paw had an awful hard time gettin' married. Maw wouldn't marry Paw when he was drunk and Pa wouldn't marry Maw when he was sober.

●

Random Ramblings

By RANDY

Glancing through several catalogs of our largest coin machine manufacturers, I find that a number of them have had for years almost the same machines that have made such recent hits. What is the secret? The large firms were short sighted in the matter of advertising. Instead of pushing with an advertising campaign, a certain machine, they let the offering remain undisturbed while a more lively manufacturer stepped in with the same offering, advertised like nobody's business and cleaned up a neat fortune. Economy is alright but it can be overdone.

* * *

Now for some smart stuff. Get a load of this.

* * *

I am an old man and have had many troubles but most of them never happened, said Uncle Charley Day, yesterday.

* * *

The men who try to do something and fail are infinitely better than those who try to do nothing and succeed.

* * *

People do not lack strength, they lack will. A hornet never made anyone run, but the hornet made one willing to run.

* * *

When you don't know whether to fight or not, always fight.

* * *

The men whom I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces, and took the changes and chances of this mortal life like men, facing rough and smooth alike as it came.

* * *

If you wish to appear agreeable in society, you must consent to be taught many things which you know already.

* * *

Many a man has piled up a fortune by minding his own business.

* * *

The "knocker" is whipped; that's why he knocks.

* * *

"What a great blessing is a friend with a heart so trusty that you may safely bury all your secrets in it, whose conscience you may fear less than your own, who can relieve your cares by his conversation, your doubts by his counsels, your sadness by his good humor, and whose very looks give you comfort."

This photo shows a department in the glass globe section of the Columbus Vending Company's plant at Columbus, O. All globes are given a thorough test before shipping and must be A-1 before Columbus sends them out. The firm is now offering a very unique globe that is fast winning favor of all operators the country over.

I owe all my success in life to having been always a quarter of an hour beforehand.

* * *

Poverty is uncomfortable, as I can testify; but nine times out of ten the best thing that can happen to a young man is to be tossed overboard and compelled to sink or swim for himself.—James A. Garfield.

* * *

Selfishness may win a hand-hold but it never has strength enough to hold on.

●

HAILS NEWSPAPER ADVERTISING TO OFFSET DEPRESSION

Buffalo, N. Y.—The secret of keeping business up to normal levels in the midst of a depression, for confectioners at least, has been told at the sixteenth annual convention of the Associated Retail Confectioners of the United States, which was held here recently.

Leading candy retailers from all parts of the country supported Mrs. Ora H. Snyder of Chicago, president of the association, in her assertion that the confectionery business had reported fewer failures than any other business.

George C. Cobb of Worcester, Mass., said:

"Spend three per cent of your gross on newspaper advertising. It will all come back to you."

Want Ads

2 Cents a Word -:- -:- -:- Cash With Copy

USED MACHINES FOR SALE OR EXCHANGE

This section is arranged for the sale and exchange of used machines. The rate is 2c per word, cash with copy, minimum ad accepted 25 words. This is the cheapest and best space in the country today. We shall expect operators to use it freely.

FOR SALE—BAFFLE BAFFLES, $7.75; STANDS, $1.00. BALLYHOOS, $9.50; WOODEN LEGS, $1.00, WITH REGISTERS, $11.00. TWO AMERICAN SALES QUADROPHONE VICTROLAS, LIKE NEW, COST $400, SACRIFICE $100 OR TRADE. THREE WATLING MFG. DIAL SCALES, $22.50 OR TRADE. BLUEBIRD GUM DICE, $5.50, WITHOUT VENDERS, $4.00. SUPERIOR 1-5-10-25c GUM FORTUNE REELS, $10.00. A.B.T. ANIMAL, NUMBERED, OR DICE REEL BIG GAME HUNTERS, $9.00, WITH REGISTERS, $10.00. A.B.T. TARGETS, $4.50. BLUEBIRD MOVING DUCK TARGETS, COST $65.00, LIKE NEW, $15.00. THREE NICKEL POOL TABLES, $10.00. JENNINGS JACKPOT NICKEL SLOTS, OVER 70,000 .$32.50. MILLS OVER 240,000, $32.50, WITH REGISTERS, $1.75 EXTRA. FIELD FIVE JACKS, FIELD FOUR JACKS, TWO ROCK-OLA PENNY FOUR JACKS, ROCK-OLA NICKEL THREE JACKS. ALL $10.00. A.B.T. THREE JACKS, $7.75. LION BELLS OR VENDERS, $8.00. TWO HIGH STRIKERS, $10.00. PEO BASKET BALL, GOTTLIEB BASEBALL, WHIRLWINDS, $2.75. ONE BINGO, $7.50. NEW SKE BALL-ETTE, $7.50. POSITIVELY NEW FIELD DING-THE-DINGER, $10.00. HERCULES THREE-WAY GRIPPER, LIKE NEW, $7.00. EDWARDS GRIPPERS, $4.25. GOTTLIEB GRIPPERS, $2.95 MILLS WIZARD, $4.50. THREE NORRIS MASTER VENDERS, $5.00. TWENTY ADVANCE GUM, $3.00. ONE FIELD FOUR-WAY VENDER, $10.00. FIFTY POUNDS LAYMANS CORN PARCHIES PREPAID, $4.00. THREE ADVANCE, ONE MILLS SHOCKERS, $2.75. ONE CALVERT INDIAN SHOOTER, $7.50. THREE K. O. FIGHTERS HOTEL LOBBY MACHINE, COST, $270.00, WONDERFUL IN NEW TERRITORY, SACRIFICE, $40.00. TWO NICKEL NEARLY NUDE GIRL MUTOSCOPES, STANDS AND REGISTER, $22.50. HOOT MON GOLF, $25.00. SIX IRON CLAWS, PERFECT, $25.00. TWO A.B.T. BILLIARDS SKILLS, $15.00. ONE PUT-AND-TAKE, $7.50. MILLS NICKEL REWARD PAYING BAG PUNCHER, $50.00. TWO SPOT-A-BALLS, WITH STAND, $9.50. MILLS NICKEL PURITANS, $9.75. ONE-THIRD WITH ORDER, BALANCE C. O. D., OR WILL TRADE FOR BIG GAME, BLUEBIRD DICE VENDERS, PENNY JACKS OR PIN GAMES. EASTERN KENTUCKY VENDING MACHINE CO., PIKEVILLE, KY.

A GODSEND TO DRILLED GUM OPERATORS. RACE Horse sets, hundreds of winners. Zev, My Dandy, Twenty Grand, etc. Going bigger than any set ever offered. A trial set will surprise you. Race horse names on one side, numbers on the other. 1,200 to set. Guaranteed A-1. Drilled and filled. $5.00 per set; lots of 6, $4.50. One-third deposit. Award chart free. Southern Automatic Sales Co., 542 S. Second St., Louisville, Ky. (6-33)

SPEEDY COIN COUNTER, PENNY SIZE, AND 500 ½x2½ inch stickers printed your name, address or any other four lines, all $1.00. Robert Armstrong, Lake Forest, Illinois.

MINT JUICE STICK GUM, 1½ INCHES LONG, BEST quality, large chew. Low price to operators. Write for sample and prices. Detroit Vending Co., Lafayette Bldg., Detroit, Mich.

FOR SALE—YUCHU CHROME PLATED GUM MAchines, new, $4.50 each; good as new, $3.50 each. Also Columbus Peanut 1c Venders, $3.50 each when ordered with Gum Venders. L. C. Stumpf, 3937 Ashland Ave., St. Louis Mo. (May-June)

YOUR USED MACHINES, ADVERTISED IN THIS DEpartment, will surely be sold. Try an ad in our July issue, only 2c per word.

USED MACHINES—A.B.T. BIG GAME HUNTERS, $9.75. A.B.T. Pool Tables ,$9.75. Advance Vitascopes, $6.25. Advance Post Card Machines, $3.35. Advance Duplex E (10c slot) $3.65. Wizard Fortune Tellers, $3.25. Wee-Gee Fortune Tellers, $1.85. Over-the-Tops (set on counter), $4.45. Honey Dew Bowling Alleys, $8.85. Play Golf, $4.85. Peo Basket Balls, $3.35. Honest Johns, $12.45. National Scales, $21.45. Deposit required. M. T. Daniels, 1027 University Avenue, Wichita, Kansas.

FOR SALE: 6 JENNINGS PENNY BALL GUM ROCKaways, original boxes, practically new, $18.00 each.. 2 A.B.T. 5 Jacks, $9.00 each; 5 Edwards Grips, with meters, $3.00 each; 30 Gottlieb Grips, in original boxes, $4.00 each; 30 Slot Machines, with stands, safes, etc.; Whirlwinds, $3.00 each; Gottlieb Baseballs. Wayne Yount, Ottawa, Kansas.

FOR SALE OR TRADE—Ten variety pin games, guaranteed to be in perfect condition and to look like new, $50.00 each, or $450.00 for the lot. .Five Lucky Strike pin games with stands (5c slot), $10.00 each, or $40.00 for the lot. Five Ballyhoo pin games with stands (5c slot), $12.00 each, or $50.00 for the lot. Will exchange for Mills, Jennings or Pace Jackpot Bells in good condition and with late serial numbers, 5c, 10c or 25c play. Give all information in first letter. W. D. Gousset, 350 East Court Street, Kankakee, Illinois.

PENNY MACHINES—BARGAINS, USED. NOVIX Specialties, 1189 Broadway, New York.

FOR SALE: 25 BAFFLE BALL, BINGOS, SUPERIOR Pool, Ballyhoos, Ace High, 1c play, $9.00 each. Five Eat-Em-Hot 1c Peanut Machines, $11.00 each. Ten Hercules Grips, $3.00 each. 1 Fields 4 coins, $10.00. 5 Ball Gum, $2.00 each. 25 Game of Hands, Deuces Wild, $4.00 each. 10 Puritan Baby Bells, 5c and 25c or 1-5-10 and 25c, $8.00 each. 1 Exhibit Pool Shooter, $5.00. 15 Bat-a-Ball, $4.00 each. 10 Gottlieb Baseballs, $2.50 each. 1 Watling Brownie Jackpot, $20.00. 2 Peo Basketballs, $1.50 each. 1 Jennings Today Vender, $25.00. 1 Watling Bell, 25c play, $15.00. 1 Jennings 25c play, $15.00. 10 Mills Targets, $4.00 each. 3 Exhibit Post Card, 1c, $3.50 each. 5 Jennings new Targets, 1c, $11.00 each. 5 A.B.T. Targets with gum attachments, $9.00 each. 1 Silver King 25c Bell, $10.00. One-third cash, balance C. O. D. Thos. La Fayette, 1714 Manchester Avenue, Middletown, Ohio.

FOR SALE—SIX MINIATURE POOL TABLES, $6.00 each; 3 Ballyhoos, 5c, complete with steel stand, $11.00 each; 1 Roll-Skill, 30x70 inches, 5c, $15.00; 1 Daisy 5c $11.00; 2 Hit the Goal, need plungers, 1c play, $3.50 each; Whirlwinds, Boop-a-Doops, Bat-a-Balls, and Gottlieb Baseballs, $2.50 each· 1 Hairpin Vender with 1 gross hairpins, 10c play, $10.00; 1 Abbott Penny Coin Counter, $10.00; 2 Watling Jackpot Bells, 5c play, $25.00 each; 1 Callie Dime Bell, $10.00; 1 Callie Quarter Bell, $15.00· 1 Silver King Front Vender, 25c, $20.00; 50 Appleton Confection Venders, nickel plated, adjustable to any confection, perfect condition, 1c, sample, $5.00, entire lot, $175.00. Order from this advertisement. No other prices, no circulars. Orders shipped same day received. 25 per cent deposit required. C. G. Moore, P. O. Box 317, Bedford, Virginia.

FOR SALE—50 SLOT MACHINES, 18 CALLIE JACKpots, 2 Grand Prize Callies, 4 plain front Callies, 2 Mills 25c Jackpots, 3 Mills 5c front venders, 2 Mills 50c, one jackpot, one plain; 1 Pace 25c Jackpot, 1 Pace 10c ever full Jackpot. $35.00 for the two Grand Prize and latest Pace and two Mills in single order; others $22.50. Make offer three Dewey machines. Territory closed. Write Frank X. Daly, 707 Sixteenth St. N., Great Falls, Mont.

FOR SALE: 10 O. K. VENDORS, $10.00 EACH. 5 JENnings Bells, $10.00 each. 30 Jennings 25c Jackpots, like new and guaranteed, $35.00 each. All machines cash with order. Jeannet Coin Machine Co., Oswego, Oregon.

WILL TRADE FIVE PRACTICALLY NEW MINIATURE Pool Tables, sixe 21x42, for late model Mills, Watling or Jennings factory built Jackpots. Great States Mfg. Co., 1605 E. Thirty-ninth Street, Kansas City, Mo.

SEND STAMP FOR LIST OF USED MACHINES. Get on our mailing list. You save money on machines and supplies. Goodbody, 1826 East Main, Rochester, N. Y. 10-33

OVERSTOCKED—GUARANTEED USED MACHINES at close-out prices. Ballyhoo ,$8.50; Baffle, $7.00; Monte Carlo, $7.50; Daisy, $8.50; Bingo, $5.00; Spiral Poker, $3.50; Boop-a-Doop, $2.00—many others. Will pay cash or trade for good Jackpot venders or Bells. Western Sales Company, Box 259, Oklahoma City, Okla.

FOR SALE: 10 PEO BASKETBALLS, ELECTRIFIED, Monkey Lit, novel, irresistable, big earners every month of year. Complete with batteries, $2.00 each. 10 Peo Whirlwinds, $1.50 each. Average profits, $25.20 each, this year. Selling because covered adjacent territory. Guaranteed. One-third deposit. Wantmore Vending Co., Greenfield, Ohio.

TRY MACHINES 7 DAYS. MONEY BACK IF YOU want it. Used Baffle, Ballyhoo, Daisy, Playboy or Whizbang machines, pennies, $8.50 each; nickels, $9.50 each. Rainbo, pennies, $9.00; nickels, $10.00. Bingo, pennies, $4.50; nickels, $5.50. Stands for any of above, $1.25 each. We've got them all, new or used. Tell us what you want. Mechanical Vending Co., 333 North Michigan, Chicago, Ill.

FOR SALE—USED—ALL TYPES OF PIN AND amusement machines, safes, cabinets, stands, vendet machines. Floor machines 5c and 25c play. Mills Jackpot Bells 5c-10c-25c-50c. Penny Targets, mints, locks, small type penny weighing scales. Priced right for quick sale. Lincoln Novelty Works, 2137 Tryon Lane, Toledo, Ohio.

FOR SALE—23 BLUE BIRD GUM VENDORS $2.00 each, the lot $35.00. Ten large Blue Bird Globes $1.00 each, all for $7.50. Three Jacobs Ball Gum Globes 60c each. Two Busto Ball Marble Boards, 16x24, 7 for 1c, like new, $5.00 each. Trade for small type scales. J. C. Wilkes, 509 B St., S. W., Ardmore, Okla.

OPERATORS—WE REPAIR PEANUT AND BALL gum machines, any make. Machines reconditioned and levers fixed. Try us and convince yourself. Wanted—Northwestern Merchandisers cheap. Drilled gum, baseball and numbers on one set. Two hundred fifty balls, $1.50. Twelve hundred balls, $3.50. Write for quantity prices. Wetsern, 1207 Rutger, St. Louis, Mo.

MAILING LIST NEARLY 4,000 COIN MACHINE OPerators and jobbers. Send check $10.50. Operators sell used equipment. Manufacturers make new contacts. Eastern Kentucky Vending Machine Co., Pikeville, Ky.

RECONDITIONED MILLS F. O. K. VENDERS, ALSO 10c Side Venders, $17.50 with Reserve Rock-o-la Jackpots, $32.50; Mills 25c F. O. K. Venders, Bullseye, $22.50; Field 1c Baby Jacks, like new, $9.75; Mills rebuilt 25c Reserve Factory Jackpots, high serials, guaranteed, $37.50. Request latest pin table and bargain list free. Coleman Novelty Co., Rockford, Ill.

FOR SALE—FIVE JENNINGS VICTORIA JACKPOT Bells 5c play, serial number above 106,000, been used one month, like new, $45.00 each. Five Jennings Reserve Jackpot Bells, serial above 80,000, $35.00 each. One Imp Jackpot, improved model 5c play, like new $35.00. One Bluebird Dice Machine with Vender, $5.00. One Mills Firefly, $3.00. Five Exhibits Lucky Photo Venders, 5c slot, $3.00 each. Nine Veeder Root Registers, good as new, $1.00 each. One Watling Blue Seal Jackpot Bell, 5c play, $25.00. Have several pine games at give-away prices. Claude Clark, Columbus, Indiana.

FOR SALE—USED MACHINES, BALLYHOOS, WITH stand, $10.50; Bings with stand, $5.00; Baffle Balls with stand $7.00. New fronts for Ballyhoo and Favorite, $4.50, single. All like new. Also other types of used machines. Illinois Vending Co., 4450 W. Harrison St., Chicago, Ill.

RECONDITIONED MACHINES—FIVE BALLYHOO, with stands, $9.00 each; 10 Baffle Ball, with stands, $9.00 each; 5 Genco Montecarlo, $7.50 each; 10 Whirlwinds, $2.50 each; 5 Advance 10c Handkerchief Vendor, $5.00 each. Write for low prices all latest pin games. Robbins Company, 1141 W. DeKalb avenue, Brooklyn, New York.

FOR SALE—MONTE CARLO, $8.00; BALLYHOO, $8.00; Whizz Bang, $12.50; Ballyround (complete), $16.50; Daisy (with legs), $11.00; Five Star Final, $14.50; Fields Big Shot (complete with legs), $18.50; Kentucky Derby or Topsy Turvy, $17.50; Baffle Ball, $7.00; Runabout Marble Machines, $27.50; Large Marble Games, $12.50; Used Coin Slots, 50c and up; Mints (per case), $7.00 ;Mills and Jennings 5c Jackpot Venders, $37.50. The above machines good as new. Novelty Sales Company, 925 W. Sixth St., Oklahoma City, Okla.

ASTOUNDING BARGAIN—100 BRAND NEW SCOOPS, including metal floor stands, only $25.00 each. Order at once and assure yourself a steady income. Robbins Company, 1141 W. DeKalb Avenue, Brooklyn, N. Y.

Three Old Timers Get Together

The Coin Operated Machine Co., at 217 West 125th street, in New York City, is a firm composed of three old, old time operators who know the "ins and outs" of this business from A to Z.

They recall machines from the era of long ago when men were men and operators were satisfied with a dollar a week per machine. They can tell you all about the great advances which the industry has taken in these many years and also show you an assortment of machines at their present headquarters which will convince you that they know just whereof they speak.

They have seen machines come and go. They know the outstanding parts of a machine to be carefully watched and also the type of locations best suited for certain machines. It is a surety then that men of this type will be of great help to many of the new operators and these should immediately avail themselves of such fine services.

Again these folk promise thorough co-operation to all operators and also assure each operator of a higher and better type of dealing which he will never forget. Fair and square and above board at all times. It isn't their ambition to "clean up," they are in business to stay, have always been in it and can tell many others of their great experience and also help those others to remain happily contented in this same industry.

Jingles, That New Game Is the Real Winner

Turn right now to the inside back cover page and see that new sensation "Jingles," the machine that is taking the entire country by storm and is causing location owners to spend most of their time making change for the players.

Jingles is a three-games-in-one machine and just can't hardly be beat for gathering in the coin. Study their ad, then write them and mention AUTOMATIC WORLD, so you will receive special favors.

●

Frank L. Rousseau is heading an operating and sales organization that will be active in Illinois.

BUYERS GUIDE

PACE'S NEW 1933 MODELS

The Pace Mfg. Co. of Chicago, have just issued an attractive broadside showing and explaining their new 1933 models. This firm is one of the oldest and most reliable to deal with in the country. Their 1933 new models are surprising and offer operators some good money makers.

●

W. G. ADAMS

W. G. Adams, formerly of Rye, N. Y., has moved his address to 318 Irving avenue, Port Chester, N. Y. Mr. Adams is one of the Empire State's real operators and we wish him well in his new spot.

●

CATGUT—This is a tough, pliable cord of many uses, generally made from sheep's intestines. Occasionally other animals may be used; but it never comes from a cat.

$6,000,000 FOR CHEWING GUM

No matter whatever else happens, the chewing gum habit goes along merrily and without interruption or even hesitation. The production of chewing gum last year amounted to more than $6,000,000, which was more than any previous year.

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1932 Catalogue

Advance Machine Co.
4641-47 Ravenswood Ave.
CHICAGO, ILL.

Large operator and distributor employing 14 salesmen would like contact with reliable organization who desires our service of placing their coin operated machines, legal or illegal, in establishments of the higher type. At present operating machines for other concerns. Wanted machines that will not conflict with theirs. Ten years in the coin operated business. Bank and credit references gladly furnished. Curiosity seekers need not reply.
Box 10, Automatic World.

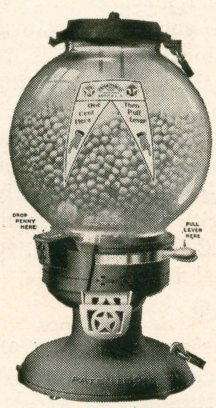
INTERNATIONAL
Mutoscope Reel Co., Inc.
449 W. 31st St.
New York,
N. Y.
TRADE MUTOSCOPE MARK
WORLD FAMOUS SINCE 1895
"Penny Arcade Headquarters"
Complete Line of Best Money Making Amusement Machines

BALL GUM
ALL SIZES
FLAVOR THRU and THRU
PERFECTLY ROUND
Watta Polish
Protective Packing
AMERICAN CHEWING
128 Mt. Pleasant
NEWARK N.J.

Flatbush Gum Co., Inc.
Bush Terminal No. 2
BROOKLYN, N. Y.
Ball Gum, Stick Gum, Vending Machine Confections, Etc.

PETER PAUL'S 5¢ MOUNDS
For samples and prices of this fast selling Chocolate Cocoanut Bar write:
PETER PAUL, Inc.
81 New Haven Road
Naugatuck, Conn.

YOU OPERATORS
That want a line of merit to sell along when you work your machines.
Save Labor and Surface with
SPEEDY CLEANER
Made especially for cleaning painted, enameled or varnished surface, also tile or marble.
WRITE FOR PARTICULARS
LIBERAL DISCOUNT
Manufactured by
F. C. EWING CO.
116 E. 15th St., Fort Worth, Texas
P. O. Box 832



WE CARRY IN STOCK

Pulver Gum, Chicle Maid 3-4 inch Ball Gum, Five Star Ball Gum, Superior Mints, Marbles, Peanuts, roasted after order is received—this guarantees you fresh peanuts, roasted in Nucoline and powdered or fine salt. Columbus Machines and parts, Pulver Machines and parts. Accurate Cigarette Machines. Write us for prices. Prompt delivery.

F. C. EWING COMPANY
WE ARE NOT OPERATORS BUT DISTRIBUTORS OF
Coin Operated Merchandising Machines
116 E. 15th St. P. O. Box 832—Phone 2-5288 Fort Worth, Texas

Peanut and Ball Gum
Ace High, Hit-the-Deck, Ballyhoo Favorite, Skiddo, Ballyround, at bargain prices. Novix Specialties, 1189 Broadway, New York.

3 Games in One

Poker, Dice or Roulette

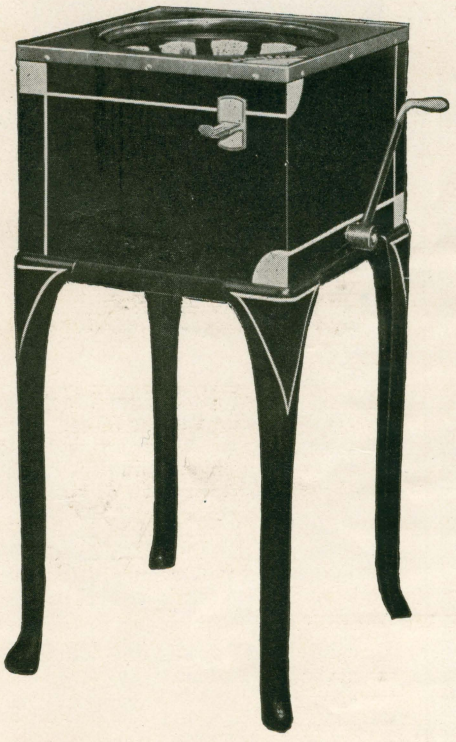
Five Hands, Five Passes or Five Rolls For A Nickel

HERE, Operators, is a brand new one! Jingles has just been released!

Pull the lever and the saucer shaped playing field revolves rapidly, causing a red and a white ball to race around madly. Suddenly the bowl stops. The two balls separate and come to a stop—resulting in two poker hands, a dice combination or a high and low roulette play.

Two, four or six people can play at once—each pair taking a different game. The kind of speedy action that a crowd cannot leave. Designed for those selected locations where people gather for thrills and amusement and where a crowd can play it for hours at a time unmolested.

Choice territories are now open. Write, phone, wire or visit our office for operators' proposition.



The Checker Sales Co.

51 South Forest Avenue

YOUNGSTOWN, OHIO

Jingles

COLUMBUS

REG. U. S. PAT. OFF. NO. 193113

Ball Gum and Marble Vendors Always Satisfy

PLAY SAFE WITH COLUMBUS MACHINES—THEY'RE BUILT TO LAST

Model 14
Vends 1-2-3

Model 16
Vends 2 Balls 1c

Model 17
Vends 1 Ball 1c

Interchangeable Vendor Discs

This series of Ball Gum Machines, including Model 14, Model 16, and Model 17, is designed with interchangeable vender discs. The disc used in Model 14 is No. 193. The disc in Model 16 is No. 205 and the disc in Model 17 is No. 206. These three discs are interchangeable in the same machine and are used in combination with our new agitator plate, which prevents arching and missing. These machines will take care of standard ⅝ inch ball gum or standard marbles, including 00 size and up.

The Model 14 Profit Sharing Ball Gum Vender dispenses gum at the rate of 1-2-1-2-3. Instead of vending six balls for three pennies, Model 14 vends nine balls for five pennies. By this unique arrangement you secure fifty-five pennies for every hundred balls vended instead of only 50 pennies. The Model 16 vends two balls for every penny and takes in fifty pennies for every one hundred balls vended.

The Model 17 vends one ball for each penny and takes in one hundred pennies for every one hundred balls vended.

For Further Details Write Your Nearest Dealer

MANUFACTURED BY

The Columbus Vending Co.

2005-2015 East Main Street

COLUMBUS, OHIO, U. S. A.